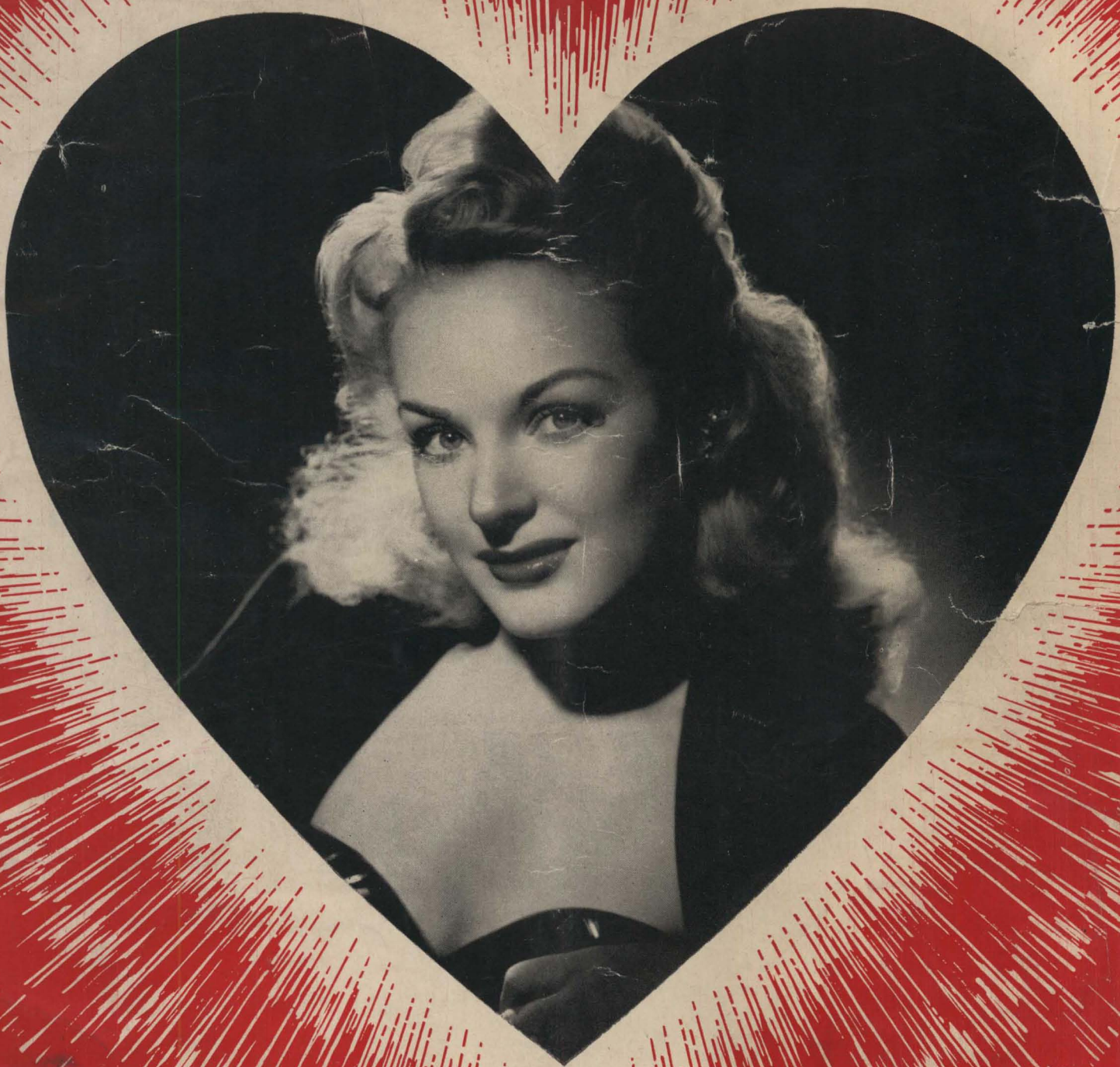
THE COIN MACHINE REVIEW



February, 1945

Prelude to an even greater success in 194X with new postwar Seeburg Remote Control Music Systems

BUY WAR BONDS

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

ARMY E NAVY

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J. P. SEEBURG CORPORATION · CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902

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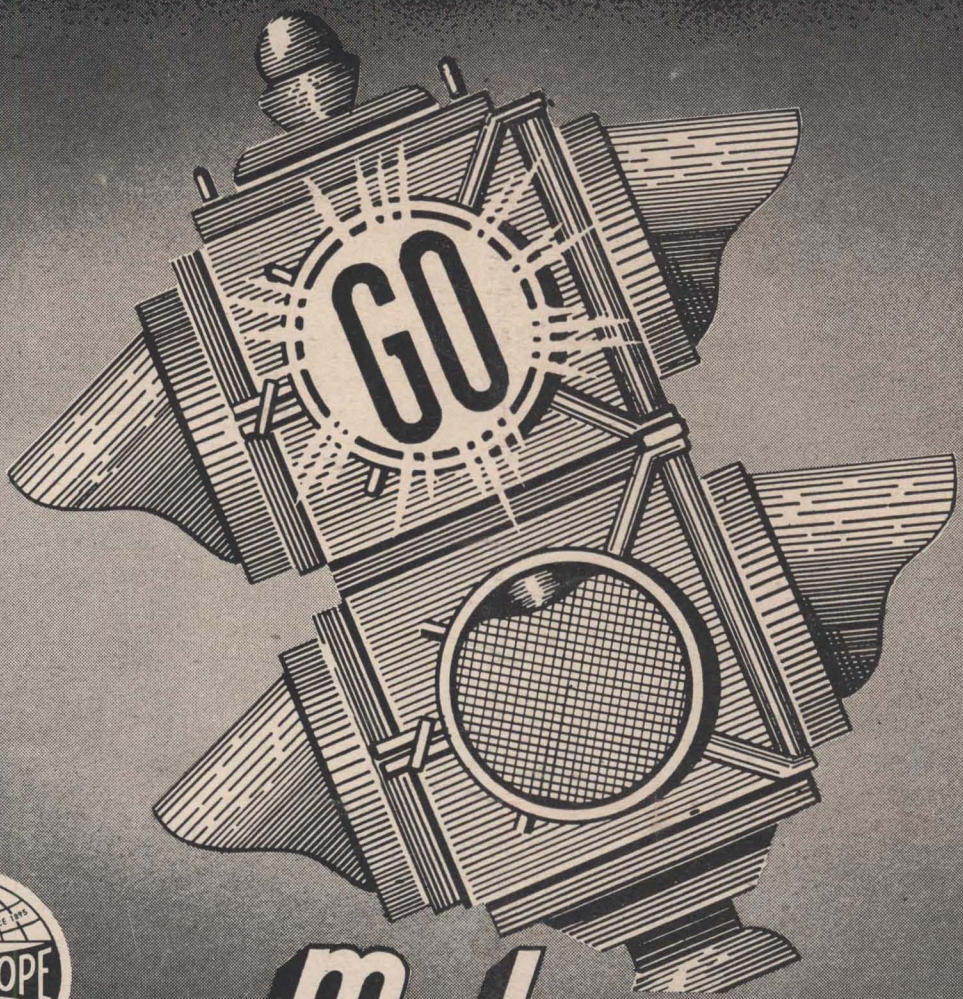

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Mutoscope ... will be ready!

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WAR WORK NOW
New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!

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1945—OUR FIFTIETH YEAR OF SERVICE

The COIN MACHINE REVIEW for February, 1945. Vol. 12, No. 7. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $1.00 per year, 25c per copy.

LOS ANGELES SEE BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE SEE CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

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Write for Lists and Special New Low Prices

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Completely Reconditioned, Rebuilt and Refinished Like New

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SPECIAL Mills Jumbo Parades, P. O., Late Models, High Heads, Refinished and Rebuilt Like New..... **$139.50**

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RECONDITIONED SLOTS AND CONSOLES

8 Mills Gold Chrome, Rebuilts, 5c
4 Mills Gold Chrome, Rebuilts, 10c
5 Mills Gold Chrome, Rebuilts, 25c
22 Mills Blue Fronts, Orig., 5c
10 Mills Blue Fronts, Orig., 10c
8 Mills Blue Fronts, Orig., 25c
6 Mills Brown Fronts, Orig., 5c
4 Mills Brown Fronts, Orig., 10c
2 Mills Brown Fronts, Orig., 25c
5 Jenn. 4-Star Chiefs, Orig., 5c
4 Jenn. 1-Star Chiefs, Orig., 5c

1 Jenn. 1-Star Chief, Orig., 10c
3 Keeney Super Bells, 4-Ways, 3-5c, 1-25c
4 Mills Four Bell, Orig. Head, Rebuilts, Like New, 5c-5c-5c-5c
2 Buckley Track Odds, Late, J.P.
3 Keeney Super Bell, 2-Way P.O.
6 Keeney Super Bell, 5c, F.P., P.O.
2 Evans Lucky Lucre, 3-5c, 2-25c
4 Bally Club Bells, 5c, F.P., P.O.
6 Pace Saratogas Jr. (Late), P.O.
5 Watling Big Game (Late), F.P.

8 Bally Big Games (Late), F.P.
10 Bally Sunrays, F.P.
2 Jennings Fast Time P.O.
6 Evans Lucky Stars, P.O.
2 Jennings Liberty, P.O.
2 Jennings Derby Day, P.O.
3 Jennings Fast Time, F.P.
1 Bally Big Top. P.O.
10 Jumbo Parade, F.P.
1 Baker Pacer, D.D. 25c
6 Jennings Silver Moons (Comb.)

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Wurlitzer and Seeburg Main Gears.

Price $6.50 each. Quantity Price, Write.

NEW IMPROVED SCAVENGERS

FOR JUMBOS #505A

PRICE $3.00 EACH—QUANTITY PRICE WRITE

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Mills Jumbo Free Play Gears

Price $5.00 Each. Quantity Price, Write.

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MODERNIZED REPLACEMENT CABINETS. GLAMOROUS DESIGN, BEAUTIFULLY ILLUMINATED MODERNISTIC GLASS PANELING. ADAPTABLE FOR ANY TWIN (12) 20 OR 24 HIDE-A-WAY WITH ADAPTOR. Special Price $59.50.

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"THE PHONOGRAPH OF TOMORROW"

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MILWAUKEE OFFICE
STATE OF WISCONSIN
NORTHERN MICHIGAN

SOME PARTS AND ACCESSORIES NOW AVAILABLE

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

All Prices F.O.B. Los Angeles.

BADGER SALES CO.
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2546 NORTH 30TH STREET
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Soon To Be Available

A Sensationally New 4-Coin Multiple Console Conversion

(MAY BE MANUFACTURED AS FREE PLAY, CASH PAY OR COMBINATION)

LAS VEGAS

DESIGNED and ENGINEERED

by

GLOBE ELECTRONICS

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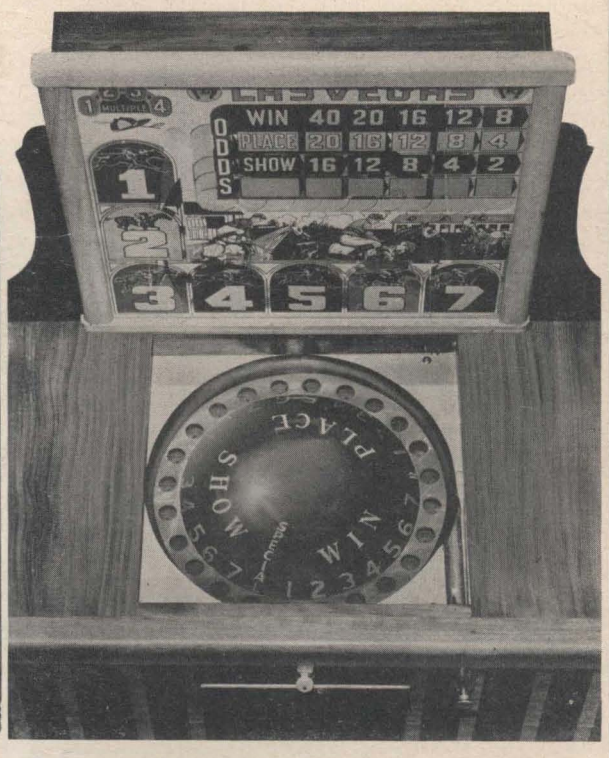

LEFT: Completed Console Conversion. ABOVE: Action playfield of LAS VEGAS combines thrills of roulette and pay tables—PLUS earning power of both.

[NOW AVAILABLE FOR MANUFACTURING TO ANY REPUTABLE EASTERN MANUFACTURER]

FOR COMPLETE DETAILS WIRE—PHONE—WRITE

(See Our Ad on Page 47)

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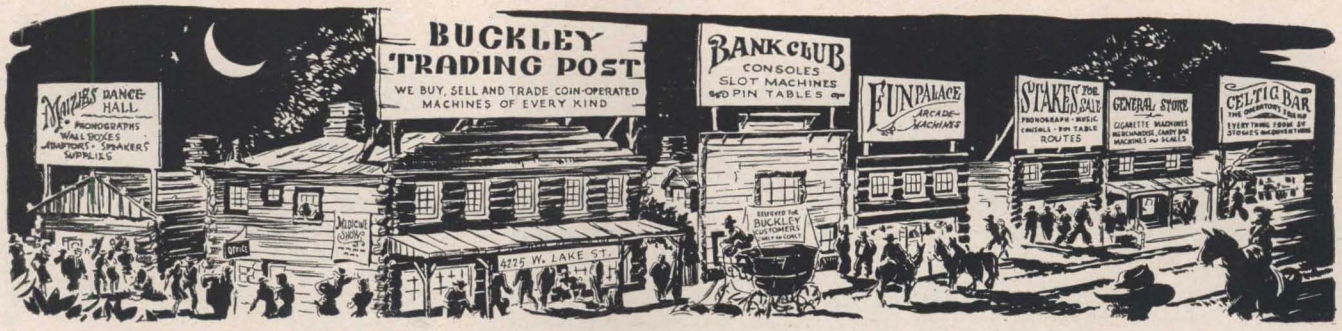

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SEND US YOUR MACHINES

NEW EQUIPMENT

Supreme Tokyo Gun	$330.00	New Supreme Skee-Roll	$317.50
Rex Bowling League	299.50	Whee-Gee Mystic	229.50
Pitch-'Em and Catch-'Em	229.50		

CONSOLES

Buckley Daily Double Track Odds. Write for Particulars and Prices.

MAY-BELL 4-Coin Console—Similar to Mills 4 and 3 Bells—Re-engineered. 90% mechanical, switches and relays eliminated. Carefree performance with a minimum of service. Built with 4 nickels—3 nickels and 1 quarter—2 nickels, 1 quarter and 1 half dollar coin chutes. Write us for price and particulars.

Mills Jumbo, F.P.	$105.00	New Paces Reels, Sr.	$260.00
Mills Jumbo, P.O.	129.50	New Saratoga Jr.	250.00
Mills Jumbo (Comb.)	197.50	New Saratoga Sr.	260.00
Keeney Kentucky Club	90.00	Paces Reels Jr.	175.00
Keeney Skill Time	90.00	Paces Saratoga	175.00
Bally Club Bells	275.00	Paces Races, Red Arrow	267.50
Bally Royal Flush	112.50	Mills Four Bells	Write
Evans Bangtails, '40	227.50	Jennings Fast Time, P.O.	152.50
		Bally Roll-Em, 5c	195.00

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

COIN MACHINE REVIEW 4 FOR FEBRUARY 1945

We Will Pay Cash For Your Machines Now

We are still optimistic about buying and selling machines—and we will pay top market prices.
Wanted—500 Scales—Mills Modern and Trylon—Mills—Jennings High Type—Watling Tom Thumb and Fortune Tellers.
Wanted—A quantity of AMI Singing Tower Phonographs.
Send your complete list with your lowest price—now—before the whistle blows.

MUSIC EQUIPMENT

Buckley Boxes, New	$ 35.00	Wurlitzer Model 100	$25.00
Buckley Boxes, Rebuilt	25.00	Perforated Program Sheets, Per 1000	4.50

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	$55.00	REBUILT DE LUXE	$100.00

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 25c Brown Fronts	Watling 10c Roll-a-Top
Mills 10c Blue Fronts	Mills 5c Gold Chrome	Watling 25c Roll-a-Top
Mills 25c Blue Fronts	Mills 10c Gold Chrome	Jenn. 4 Star Chiefs, 5c
Mills 50c Blue Fronts	Mills 25c Gold Chrome	Jenn. 4 Star Chiefs, 10c
Mills 5c Brown Fronts	Mills 5c Vest Pocket Bell	Jenn. 4 Star Chiefs, 25c
Mills 10c Brown Fronts	Watling 5c Roll-a-Top	Safe Stand for Mills and Jennings Machines

Also complete line Jennings and Pace Machines. Write for Special Prices.

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Equipment of superior quality pays dividends . . . and UNIVENDOR operators are realizing an extra share from the dependable, trouble-free performance of their UNIVENDOR machines. Fine materials and painstaking workmanship went into these UNIVENDORS, and they are proving their worth daily in hundreds of locations throughout the country.

Right now—as throughout the war—the full capacity of the Stoner plant is devoted to the production of vital war materials. We'll keep right at our war job, striving always to increase the number of stars in our "E" flag. But with peace, UNIVENDOR will be back finer than ever. Watch for it!

To Speed the Day of Victory
Buy and Hold War Bonds

STONER MFG. CORP., Aurora, Ill.

PRECISION PERFORMANCE

We are putting our best foot forward. Our services to the trade are now going through that practice stage preparatory to the time when we will, with confidence, offer "Precision Performance" in vending machine sales, service and all supplies throughout our Western territory.

Consider Our 4-Point Program

VENDING MACHINES

We offer operators now—guaranteed—used cigarette and candy machines. We will buy, bulk vendors such as Victor Toppers, Northwestern and similar equipment. Your inquiry invited, so write us what you have to sell.

VENDING MERCHANDISE

We invite manufacturers of all vending merchandise, candy, bulk goods, etc., to contact us. Complete merchandising facilities in our Western Territory guarantees mutual advantages. Our post-war plans are definite immediately after the war ends.

SUPPLIES & ACCESSORIES

Do you need Mirrors or cigarette machine parts? We will make every effort to completely fill your order.

VENDOR REPAIR SERVICE

Quality repair and maintenance shop. No repair problem of yours that cannot be satisfactorily handled by us. Money back guarantee. Write for further information.

JUST A SINGLE PINT MAY SAVE A LIFE!

It's a mighty little to give . . . and the boys at the front need it so badly. Don't break faith with them! Keep every appointment at YOUR Blood Bank and take along a new Donor every time you go.

R. A. PARINA & CO.

156 NINTH STREET — SAN FRANCISCO 3, CALIFORNIA

COIN MACHINE REVIEW

FEBRUARY, 1945

The 139th CONSECUTIVE MONTHLY ISSUE

The COIN MACHINE REVIEW for February, 1945. Vol. 12. No. 7. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. FItzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

Akron Law Invalid

AKRON, Ohio—This city's new, long disputed licensing ordinance on automatic phonographs was held invalid by Summit County Common Pleas Judge Frank H. Harvey, in an important decision which called the measure "uncertain and vague" in many of its essential terms. Harvey issued a permanent injunction restraining city officials and police from attempting to enforce the measure which was enacted last summer and provided for an annual license fee of $20 a year for each box. Measure similarly taxed all other coin-operated mechanical devices.

Test of the ordinance was brought by Thomas W. Butcher, automatic phonograph operator. His attorneys contended the license fee was "obviously excessive and a subterfuge for a confiscatory tax." This point was not passed upon. However, Judge Harvey did say the city's entire income from all kinds of licenses during 1943 was only $21,500, whereas the estimated annual income from the phono measure was $30,000, "far greater than all the other licenses the city issues."

The judge held that there had been no evidence submitted to indicate that the phonographs are a nuisance. He said the measure was "ambiguous" in that it failed to clearly designate who should pay the annual fee—the owner, renter, or person who played the box.

Sponsors of the original ordinance have indicated they will redraft the measure to eliminate the alleged vagueness and attempt to put it through once more.

On the Cover—

The beauteous lass gracing this month's cover is lovely Yvonne King of radio's famous Four King Sisters.

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Howe Buys Freighter

HONOLULU—Purchase of the steamship "Ryder Haify" by R. A. Howe & Co., and its intention to operate the vessel between Hawaii and Pacific Coast ports during the wartime emergency, has been announced by A. A. Sack, owner of R. A. Howe & Co., distributors and manufacturers representatives and prominent dealers in all types of coin-operated equipment.

The vessel is of 2,400 tons dead weight and is 235 feet in overall length. She carries a crew of 28 and will be renamed "R. A. Howe."

"I wish to emphasize that we are not entering the shipping business," said Sack. "The vessel will be used only as long as the present shipping emergency exists. We will use it to carry necessities such as feed, lumber, and merchandise.

"The vessel is of a class not usable by the government, and in availing ourselves of the opportunity to purchase it we hope to solve a portion of this company's shipping problems."

Sack pointed out that while his firm is setting a precedent, the purchase was arranged in accordance with government regulations, and the same course is open to any individual or company who might desire to enter into a similar enterprise. The ship will carry no passengers, and freight shipped on it will, due to regulations, be exclusively that of R. A. Howe & Co.

Vets Want Old Jobs

LOS ANGELES—Returns from a questionnaire to men inducted in the Armed Forces from a segregated area in the state indicate 48.7 per cent will return to their former jobs, while 20 per cent desire a change which would put them into other employment.

Returns were made available in the hope they may assist employers in forming plans for return of servicemen to peacetime pursuits.

Of those desiring new employment, 8.7 per cent want mechanical work, 2.3 per cent clerical, 1.2 per cent agricultural, 2 per cent sales and 3.2 per cent service jobs. Another point of the questionnaire revealed 35.6 per cent desire a general or trade school course.

Those who will want loans were tabulated as follows: 48.3 per cent, a home loan; 24.5 per cent, a loan on business, and 3.2 per cent, a farm loan.

NCMA Has Busy Year

CHICAGO—Since the election of new officers and the reorganization of the War Activities Committee of the National Coin Machine Association, which took place in May of last year, much has been accomplished. Probably for the first time in the history of the business, the Industry has banded together in one unit for one cause — VICTORY. Working together solidly, harmoniously, unified for one purpose. Yes, the "Write a letter to a soldier" campaign has been very active and quite successful.

Like most organizations, the heavy work is carried on by a few and, in this case, the work of Jack Nelson, president, and Jack Kelner, secretary, has resulted in most of the accomplishments achieved. Not only have this "pair of jacks" followed through to completion, the coverage of the Coin Machinery Industry, but also allied branches of the Industry. Together with this nation-wide distribution of posters and letters, they have gone a step further in securing for the Industry favorable publicity in a manner which has not been done in the past.

The mayors of the largest cities in the United States have received letters soliciting their support and they have responded to the good cause by requesting posters of the National Coin Machine Association for display in the city halls and other public buildings in the various cities. Posters were also sent to the governors of every state in the Union to gain their support in the "Write a letter" campaign sponsored by the War Activities Committee.

A quarter of a million posters have already been distributed and it is planned

TURN PAGE

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NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

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NEW HOME OF Bally PRODUCTS
MODERN 125,000 SQ. FT. FACTORY TO TRIPLE BALLY PRODUCTION
Future plans of the Bally organization call for production of new games immediately after the defeat of the enemy. For this purpose the new enlarged Bally plant, illustrated below, and now in full production on war products, is designed to insure rapid conversion to the products of peace.
In the post-war era, as in the past, "you can bank on Bally" for the newest in money-making coin-operated equipment.
BACK THE ATTACK . . . BUY U. S. WAR BONDS
HOME OF BALLY GAMES AND VENDERS
LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
ARMY E NAVY
HOME OF THE FAMOUS Bally GAMES AND VENDERS*
*Distributed by Bally Manufacturing Company

to have new posters prepared and distributed in 1945, to carry on the good work of this organization and lend the encouragement needed to have letters written to the men and women on our fighting front.

"It is interesting to note," said Nelson and Kelner, "that when we first took hold of the work in the organization last May, that a great many people were reluctant in supporting the plan because at that time they thought the war would be over in the next 30 or 60 days. Many of these same people have since changed their minds like millions of others in the country, and they are now fully aware of the fact that the war is far from over. The need of letters written to soldiers by their family members and friends is more important than ever, according to government officials. Any person having a relative or a friend in the service realizes how important and how much good a letter can be to a man on the fighting front. The National Coin Machine Association needs the help and co-operation of every member of the Industry to carry on the work of the War Activities Committee. Permanent headquarters of the Association are located at 2252 West Chicago Avenue, Chicago, Ill. It is a non-profit organization created to enlist the power of advertising for Victory. The Officers and committee members receive no compensation for their work and everything is done in patriotic spirit for the cause."

The Treasury Department at Washington has approved the application of the Association for exemption from income taxes of all contributions.

* * *

The class yell of the School of Experience is, "Ouch!"

5th Star for Vendo

KANSAS CITY, Mo.—The Vendo Co., peacetime manufacturers of soft drink vending machines, has been awarded its fifth Army-Navy "E" award star.

Vendo started in war production in April, 1942, and won its first Army-Navy burgee award five months later. Since then it has been awarded a star for every six-month period. The fifth star marks the last the firm may receive for at least a 12-month period.

With five stars on its flag Vendo joins the 24 other firms in the entire country to have been so honored by the Army and Navy since Pearl Harbor. Vendo is producing air-born signal equipment.

Vendo heads the list of "E" flag firms in the Coin Machine Industry. Others are: Packard Manufacturing Corp., J. P. Seeburg Corp., each with three stars; Lion Manufacturing Corp. (Bally), Stoner Manufacturing Corp., Watling Manufacturing Co., and Rudolph Wurlitzer Co., each with two stars; and Arthur H. DuGrenier, Inc., O. D. Jennings & Co., and Northwestern Corp., each with one star.

Roy Bazelon On Coast

LOS ANGELES—Roy Bazelon of Monarch Coin Machine Co. is spending some time on the Pacific Coast in company with Mrs. Bazelon. Ten days were spent at Fort Ord near Monterey, where their son is in training with the army.

Here in Los Angeles the Bazelons have headquartered at their Coast branch, Pacific Coast Distributors, and Len Micon has been showing them the high spots of the Southland. They expect to return to Chicago in two or three weeks.

* * *

A good milk cow can be told by her rudder.

An Easy, Convenient Way to Store and Handle Coins
LONSON COIN BOXES

Strong, durable leatherette covered boxes to hold one hundred dollars in loose or wrapped coins. Neat, compact. Eliminate musty, dirty, germ-laden bags. No typing, no folding, no gumming, no broken packages. Will stand years and years of rough usage.
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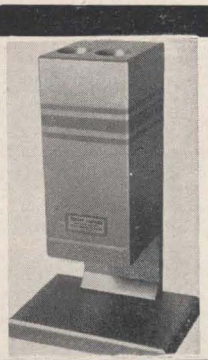

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Locks for all types of coin operated equipment — Keys for such as Seeburg, Model E Uneeda-Pak, National machines and many others. Registered key locks will solve your key problems.

ABBOTT COIN WRAPPERS

The old reliable line of tough, durable wrappers. We know a trial order on these will convince you they are the best to be had, yet they cost no more. Try these the next time you order.

THE ABBOTT COLORED TUBULAR COIN WRAPPERS

ACME REPLACEMENT PLASTICS

We carry in stock all plastics for Wurlitzer, Seeburg, Rockola and Mills. Sheet plastic in red, green and yellow. Buckley Box side plastics that fasten from the inside and can't be pried off. This fully guaranteed line is proving a great convenience to west coast operators everywhere. Now is a good time to make those necessary replacements.

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Unbreakable! Clear, transparent Plastic windows for your model 850 Program Holders
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Ten Tenets for Better Business in 1945

(The following statement on the business outlook for 1945 is from George S. May, head of the George S. May Company, the world's largest firm of business engineers. May also is chairman of the Board of the George S. May Business Foundation, a non-profit research organization devoted to the interests of private enterprise.)

One hopeful fact stands out above today's confusion. That is the fact that if a business man is prepared for the future he need not fear it. And how can he prepare himself to dominate that future? By realizing the basic truth that managements —not products—compete, and then doing the things today that will make him a manager more than able to cope with the problems of tomorrow.

There are ten important management controls or measurements which he must understand and know how to apply. These factors are so successful wherever they are applied that I call them the "Ten Tenets for Better Business". Apply them, put your house in order NOW, then *keep* it in order, and your position will be more strategic when the battle changes from the war front to the market front. These tenets are—

TENET 1: "Build a Sound Organization"

Every function of management should be clearly and completely specified. The authority and responsibility of each activity in administration operation and sales needs to be definitely set. Nearly all organizations will have to be rebuilt. In many cases new policies must be created and the many competitive conditions that arise will need to be analyzed carefully. Based on defined organization measures, a graphic diagram, known as an Organization Chart, will do much to eliminate uncertainty, depict the flow of authority that eliminates overlapping responsibilities and cross-purposes. and will guide the company to direct, streamlined action in the attainment of postwar objectives.

TENET 2: "Carefully Appraise Employees"

Personnel evaluation will become of increasing importance during the reconversion period, not only because of the anticipated change in number of workers but also because of new products requiring new jobs with new skills, and the return of service men to their old jobs. Case histories of all workers will be necessary. A sound program of employment-management relations needs to be built up. Basic improvements and modern scientific procedures must be carefully studied and incorporated into the personnel program.

TENET 3: "Eliminate Wastes Through Cost Finding"

Substantial wastes remain hidden in many firms because of the absence of accurate cost finding. When there is no basis for ascertaining where costs are excessive and no mechanics for keeping them under constant observation, there is no adequate means of controlling costs and fixing the blame for those which are excessive. A modern cost finding system is tremendously important at any time—the lack of it may mean business suicide in the postwar era.

TENET 4: "Establish a Complete Expense Control"

Lack of adequate expense control results in "half-baked" decisions based on guesses, snap judgments, or blind following of precedent. These superficial decisions are often responsible for grevious wastes. How can management hope to plan intelligently without knowing what constitutes a reasonable potential and without establishing a measure of accomplishment? Complete expense control substitutes certainty for uncertainty. It provides a basis for monthly and quarterly reports by which the executive can com-

(See BETTER BUSINESS, Page 12)

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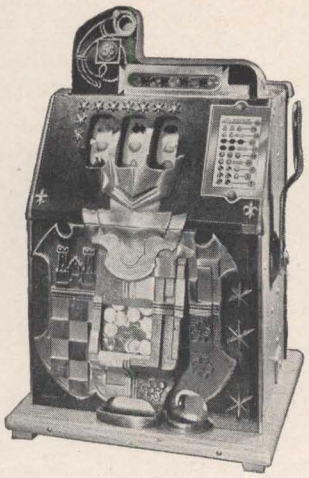
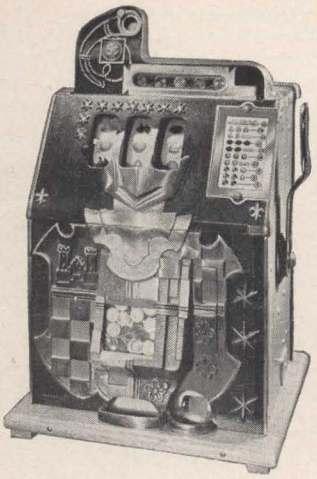


PARTS



SPRINGS

Handle Springs	ea.	$ .50
Clock Pull Springs	ea.	.50
Operating Fork Pull Springs	ea.	.50
Reel Operating Lever Springs	ea.	.50
Long Escalator Springs	ea.	.50
Lower Operating Fork Springs	ea.	.50
Knee Action Lever Springs	ea.	.50
Escalator Bar-Clip Springs	ea.	.50
Coin Detector Lever Springs	ea.	.50
Stop Lever Springs	ea.	.25
Payout Lever Springs	ea.	.25
Master Slide Spring	ea.	.50
Slide Springs	ea.	.25
Operating Lever Springs	ea.	.50

REELS

Complete Reel Assemblies with Strips (S.P., two cherry pay)	ea.	$15.95
Complete Reel Assemblies with Strips (C.H., one cherry pay)	ea.	15.95
Complete Reel Assemblies with Strips (356#, five lemons)	ea.	15.95
Payout Discs 356#	ea.	2.50
Payout Discs S.P. 1	ea.	2.50
Payout Discs S.P. 2	ea.	2.50
Payout Discs S.P. 3	ea.	2.50
Payout Discs C.H. 1	ea.	2.50
Payout Discs C.H. 2	ea.	2.50
Payout Discs C.H. 3	ea.	2.50
Star Wheels (20 stop)	ea.	1.25
Percentage Plugs (for payout discs)	ea.	.75
Percentage Plugs (for 10 stop stars)	ea.	.75
Percentage Plugs (for 20 stop stars)	ea.	.75
Stop Levers	set	4.95
Stop Levers (Knee-Action, complete)	set	9.95

MECHANISM

Frame Assembly L.H. #2782	ea.	$ 5.95
Frame Assembly R.H. #2891B	ea.	6.95
Upper Payout Push Back Levers #2684A	ea.	2.50
Reel Operating Levers #3354	ea.	3.95
Operating Fork Assembly's #2895	ea.	5.95
Disc Stop Lever Assembly #2797	ea.	1.45
Reel Brake Wires #155	ea.	.25
Reel Shafts	ea.	.95
Lower Coin Chute Assembly's #2783A	ea.	1.45
Check Tube Covers #2676	ea.	.95
Payout Slides Stop Fronts #3318	ea.	1.25
Check Tube Shutoff Levers #2788	ea.	1.95
Reel Timing Levers #2765	ea.	1.95
Clock Timing Levers #2753A	ea.	1.95
Payout Machine Base	ea.	5.95
Coin Advancing Bar Operating Levers #2624	ea.	1.95
Coin Detector Operating Levers #2899	ea.	1.95
Check Detector Operating Arms #2761	ea.	1.95
Main Operating Levers #2780A	ea.	4.95
Operating Lever Lock Assembly's #3453	ea.	1.95
Check Detector Operating Arm Release Levers #2768	ea.	2.45
Anti Check Payout Base Assembly's #1830A	ea.	2.45
Main Operating Lever Rubber Retainer #2601	ea.	.75
Payout Slide Push Bar and Spring Clip Assembly	ea.	1.75
Disc Stop Lever Support Assembly #2894	ea.	1.95

AWARD CARDS

Award Cards 3-5 pay	ea.	$ .50
Award Cards 2-5 (one cherry pay)	ea.	.50
Award Cards (for Q.T.s)	ea.	.50
Award Cards 2-4 (Stagger type 2, 3 to 5, etc.)	ea.	.50
Award Cards 3-5 (Stagger type 3, 4 to 6, etc.)	ea.	.50
Award Cards 3-5 (Stagger type Gold Award)	ea.	.50
Award Cards 3-5 (Stagger type, for Extraordinarys)	ea.	.50
Award Cards 3-5 (Stagger type, Extraordinary, Gold Award)	ea.	.50
Award Cards 3-5 (for Pace Comets)	ea.	.50
Extraordinary Eagle Cards (Silver and Blue)	ea.	.45

SLIDES

Nickel Slides (pay 3-5-10-14-18-20)	set	$22.50
Dime Slides (pay 3-5-10-14-18-20)	set	27.50
Quarter Slides (pay 3-5-10-14-18-20)	set	29.50
Quarter Slides (master bottom slide, pays 3)	ea.	4.95
Slide Covers (nickel)	ea.	3.50
Slide Covers (dime)	ea.	3.50
Slide Covers (quarter)	ea.	3.50
Payout Tubes 5c	ea.	2.50
Payout Tubes 10c	ea.	2.50
Payout Tubes 25c	ea.	2.50
Payout Tubes 50c	ea.	2.50
Payout Tubes 5c (Complete with Hopper)	ea.	4.95
Payout Tube 10c (Complete with Hopper)	ea.	4.95
Payout Tube 25c (Complete with Hopper)	ea.	4.95

REEL STRIPS

Reel Strips (S.P. 236#, two cherry pay type)	set	$ .90
Reel Strips (C.H. one cherry pay type)	set	.90
Reel Strips (207# Gold-Award type)	set	1.50
Reel Strips (356#, five lemons first reel)	ea.	.50
Reel Strips (for Vest-Pockets)	set	.90
Reel Strips (for Q.T.s)	set	.90

CLOCKS

Clocks (Blue-front, Chrome, War-Eagle, etc., type)	ea.	$19.90
Large Clock Gears (Complete with brackets and springs)	ea.	3.75
Idler Pinion Gears	ea.	3.25
Small Gears (with full gear shaft)	ea.	3.25
Ratchet Post Gears	ea.	3.50

GLASS

Jack-Pot Glass (Safety)	ea.	$ .95
Jack-Pot Glass (Wire-Mesh)	ea.	.95
Reel Glass	ea.	.50
Escalator Glass	ea.	.50

CASE-CABINET

Chrome Club Handles	ea.	$ 4.45
Standard Handles	ea.	.95
Handle Hubs	ea.	3.25
Cash Cans	ea.	1.95
Cash Box Doors	ea.	2.50
Drill Proofing (Complete six pieces)	set	9.95
Jackpots (Nickel)	ea.	17.50
Jackpots (Dime)	ea.	17.50
Jackpots (Quarter)	ea.	17.50
Jackpot Loading Chute Assemblies	ea.	1.45
Jackpot Spacers	ea.	1.00
Jackpot 25c Gates	ea.	2.50
Machine Bases	ea.	5.95
Pump Assemblies	ea.	3.95
Piston Operating Levers	ea.	1.95
Piston Operating Lever Supports	ea.	.95
Piston Operating Lever Links	ea.	.95
Cabinet Bolts with Nuts	ea.	.15
Reel Glass Frames	ea.	2.95
Escalator Glass Frames	ea.	.95
Handle Starting Lever Bracket Supports	ea.	4.95
Handle Starting Lever Assemblies	ea.	3.95
Cabinet Top Edge Plates	ea.	1.45
Slug Boxes	ea.	1.45
Mechanism Clamp Assemblies	ea.	1.95
Top Casting Locking Levers	ea.	2.45

ESCALATORS

Nickel Escalators	ea.	$22.50
Dime Escalators	ea.	25.50
Quarter Escalators	ea.	31.50
Nickel Escalator Front Plates	ea.	3.95
Escalator Slug Chute Covers	ea.	1.00
Coin Advancing Bar Locking Levers #2629B	ea.	1.95
Coin Advancing Bar Levers #3673	ea.	2.95
Coin Bar Release Lever Assemblies 2799#	ea.	3.95

CABINETS—CASTINGS

Hardwood Cabinets (Blue-front, Brown-front type)	ea.	$14.95
Hardwood Cabinets (for Q.T.s)	ea.	14.95
Brown-Front, War-Eagle, Roman-Head, Lower Castings	ea.	18.50
Brown-Front, War-Eagle, Roman-Head, Upper Castings	ea.	18.50
Back Top Castings	ea.	9.95
Back Doors	ea.	4.95
Price Denomination Plates 5c, 10c or 25c	ea.	1.00
Square Award Card Frames	ea.	1.95
Oval Award Card Frames	ea.	1.95
Reserve Jackpot Inserts	ea.	1.95
Jewels (for Brown-Fronts, etc.)	ea.	4.95
Jack-Pot Money Cups	ea.	3.25
Payoff Money Cups	ea.	3.25
Bell-Locks	ea.	3.50

CONSOLES

Super Bell 5c Heads	ea.	$ 5.95
Super Bell 25c Heads	ea.	5.95
Super Bell Reel Strips	set	2.95
Jumbo Parade Scavangers (Replacement for part 505A)	ea.	3.95
Handles for Three Bells, Jumbos, etc.	ea.	3.95

MISCELLANEOUS

Free Play Coin Chutes	ea.	$ 2.95
Pin Game Clocks	ea.	2.50
Leg Levelers and Plates	ea.	.20
Leg Bolts	ea.	.05
Plastic Bumpers	ea.	.95
Transformers	ea.	5.00
Steel Balls	ea.	.25
Glass Balls	ea.	.15
Horse Seperators (For Bakers and Pace Races)	ea.	12.95
Dog Stops (For Vest Pockets)	ea.	.95
Rubber Plunger Tips	ea.	.05
Coin Wrappers (5c box of 1000)	ea.	.90

EXPOSITION GAMES COMPANY

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COIN MACHINE REVIEW 11 FOR FEBRUARY 1945

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

BETTER BUSINESS

(Continued from Page 10)

pare estimated and actual performance pertaining to production, labor, expense, plant, and equipment. Such reports aim directly at the main target of postwar planning—*cost reduction.*

TENET 5: "Put Into Effect a Systematic Control of Production"

With the first four tenets in operation, management is in a position to consider Production Control, which is a major industrial device for reducing waste in actual production time. Standardization of jobs and methods is basic in establishing cost reduction. The preliminary approach analyzes and records over-all arrangements, processes, equipment, and material handling from the viewpoint of worker efficiency. All of these elements, including production planning and scheduling, must be coordinated into harmonious productivity.

TENET 6: "Make an Efficient Operational Layout"

Reconversion will unquestionably require many changes in operational layout. In some cases buildings and other property will have to be abandoned and floor space will be much reduced. In other cases, space and the entire operating layout must be expanded. In either case, the logical sequence of processes should be maintained, repair department must be conveniently situated next to parts and supplies located in a strategic spot permitting easy arrival of new stock. New machines must be grouped adjacent to loading platforms for easy handling and dispatching to locations; and loading docks connected with repair department to reduce amount of time necessary in loading and unloading devices.

TENET 7: "Install a Scientific Wage Incentive Plan"

Among the most vital and farsighted procedures in management is job analysis—breaking down jobs into their various elements—job standardization, performance standards, and job pricing. Not only do these functions possess important values in themselves, but they form the basis for wage incentives. Incentives should be extended to include indirect labor as well as direct, and should also be applied to supervisory and key personnel as a reward for holding down expenses.

TENET 8: "Seek Constant Improvement of All Methods"

As I have already stated, scientific business principles are permanent, but methods may be changed or discarded. The advent of new machines, the manufacture of entirely new products, will bring about many transformations. In the postwar period the need for constantly improving methods in employee-management relations, will be imperative. Great stress will be placed upon better ways of handling and stimulating workers which will lead directly to greater returns and lower unit costs.

TENET 9: "Set Up and Maintain High Standards of Quality Through Control"

One of the first matters to be considered by the operator is wasted time. This waste should be controlled by setting up standards and tieing in responsibility with the functional chart. Control of quality and time can be maintained through a system of complete and scientific inspection.

TENET 10: "Make Sure of Your Markets"

In the scramble for locations after the war, the greatest sales responsibility will be selecting and acquiring markets and charting grosses. To this end it is absolutely imperative that a very careful and comprehensive analysis be made of both present and potential markets. Old locations may have migrated. New locations will have to be built up. Only by market analysis can business avoid the tremendous waste of money and effort that would be caused by sales effort expanded in wrong directions. I firmly believe that if business and industry will embrace these ten tenets of good business, they will reach new heights of activity and service. The principles implied have all been tried and thoroughly tested. They are based on the axiom: to plan soundly you must use *facts, not guesses.*

* * *

Husband (arriving home late): "Can you guess where I've been?"

Wife: "I can, but go on with your story."

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Trade Talk

by

PAUL W. BLACKFORD

The sign in the frontier dance hall, "Don't shoot the piano player—he is doing the best he can," might well be paraphrased for the automatic phonograph and vending machine operators who are struggling to take care of their locations with the records and merchandise patrons desire. It's a heart-breaking business and the shortages are not too pleasant all along the line.

We have no reason to believe the situation will improve in 1945. Instead of a year of reconversion, as we were led to believe a few months back, the present year will probably be another period of war with shortages more in evidence than in the past.

Insofar as phonograph records are concerned the picture is a bit brighter. Shellac seems available in necessary quantities and the peace treaty with Caeser Petrillo put the major platter factories back in full production. Only shortages of help and packing materials will hold down the supply of discs during the months ahead. The major record producers claim the help and packing material situation is most critical and will prohibit the delivery of a terrific number of records. Here is where the embryo record factories, which have mushroomed by the dozens in the past two years, come in. They will be able to supply numbers unobtainable from the majors. Many of these small firms have discs of more than usual merit and deserve the encouraging patronage of music operators.

For operators of merchandise vending machines the picture is more clouded. Every one knows the cigarette situation and there is little chance the condition will improve before 1946 or 1947. Most cigarette operators are not attempting to vend packs through their vendors but instead place the allotment with the location owner and let him vend them over the counter to his regular customers. This practice has won the wholehearted cooperation of the location owner, who is anxious to do his regular patrons a favor and glad to say "no cigarettes" to the hoarders who make the rounds picking up as many packs as they can in the various spots.

Candy and confection vendors face more shortages, too. Many of the prominent bars have been withdrawn from the market completely and the substitute products of questionable composition have not received a ready reception. No easing of supplies in this field is in the offing and more cuts in candy manufacturing are being considered according to advices from Washington. The government is determined to impress upon the nation at large that we are engaged in an all-out war and any complacency will not be tolerated. However, there isn't an operator of confection vendors who wouldn't be glad to store his machines if the products went to our men in uniform. The government is determined to see that GI Joe gets all he wants and the biggest candy manufacturers in the field are making millions of bars for our boys and girls in uniform.

Operators can take consolation in the fact that they alone are not discriminated against. Shortages prevail in almost every industry and field you might mention. For example, here on THE REVIEW we've battled mightily to keep this publication coming to you regularly. First of all, we are operating on a reduced paper supply 25 per cent below our consumption in 1942. We have cut the weight of the paper and trimmed the corners to keep the book coming to you. We are not complaining, because our acceptance is the greatest in the history of the publication and we are glad to do our bit towards the war effort.

Today we are printing more news and news features than ever before, and plan to continue to maintain our full coverage of important events in this field. In fact, our editorial staff has been enlarged and strengthened with this in mind. We believe that this is our first duty and responsibility, and we shall continue to devote our best efforts to the important editorial assignment which is ours.

This is not a pretty editorial to write and we do not want to be accused of painting a picture of gloom and futility, but in these hectic times the truth must be faced, and faced squarely. So the next time you get a squawk from a location owner answer him thusly: "Remember the old sign in the saloon about the piano player? Don't shoot him, he's doing the best he can, and, brother, today I'm that piano player!"

Curtiss Saves Paper

CHICAGO—Curtiss Candy Co. estimates that it has salvaged 18 million pounds of paper since the war began. Approximately 15 million pounds of this was collected through an extensive carton return campaign, said to be the first of its type, for which Curtiss salesmen were shown how to open cartons and accumulate them so that they would not be spoiled for re-use.

Why BATTER-UP IS NOW AVAILABLE!

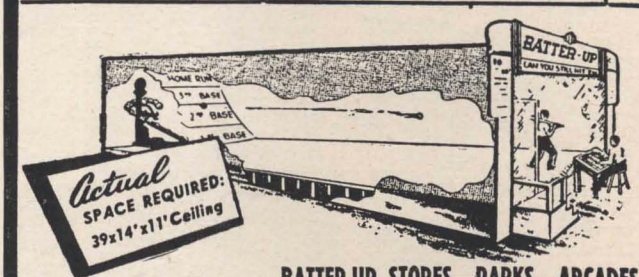
On August 8, 1944, we purchased the patent and manufacturing rights. Enough pre-war parts were included to assemble approximately 160 machines. When present parts are gone we must wait for post-war releases. Be Wise.

Only a Limited Number—Act Quick

Dear Mr. Slade:
Wired you franchise money today, down payment tomorrow.
Send me blue-prints and instructions on building of platform. We can have platform ready when machine arrives for installation. We want to start Oct. 27th—sooner than we expected. Hoping to meet you soon.
Very truly yours,
Macon, Ga. C. J. Martin.

Batter-Up Co.,
Attention: A. R. Slade, 231 W. Wisconsin Ave.
Air Mailed special delivery today $500 dollars deposit on two Batter-Up Games, delivery guaranteed us in 15 days out of first 20 machines, understand now in production. Assuring you this initial order is only the start of some nice volume business. Believe you have real hot money maker. Please confirm acceptance of order by return mail. Personal regards. Henry C. Lemke,
Detroit. Lemke Coin Machine Co.

Sportland Arcade,
Jacksonville, Fla.
Dear Mr. Slade:
I am sending check for $1,000. Deposit on BATTER-UP as agreed on the phone. Rush blue-prints so we can get started.
Yours truly,
T. E. Hiorns.



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LETTERS to the EDITOR

Detroit, Mich.

Dear Sirs:

I look forward to your magazine each month and wish to say that I enjoy it very much and think that your policy of offering to place Ex-Servicemen is really great. Your magazine is neat, concise, and very full of hints and meaty articles.

I started my service company little over a year ago after working on coin machines of all types since 1928. Now I have two mechanics working for me. I am getting plenty of work so must be satisfying the operators. We repair anything operated with a coin.

I need another good man and prefer to get an Ex-Serviceman as I am an old Navy electrician myself. ***Bradlee Willis***

Seattle, Wash.

Gentlemen:

Greetings to all hands. Just a line to let you know that I am Stevedore Officer for the 13th Naval District supervising the loading of Naval Transports and also have charge of the Naval Transportation Service Cargo School, which is a training program for Stevedores.

So you won't hear much from me until "V" Day. Really enjoy my REVIEW each month in the meantime.

Lt. (JG) Bert Farmer, USNR

Mexico City

Hello, Paul:

Just a Christmas message to my brothers in Coindom from 'way down here in old Mexico. I have been banging around the Casa Navarro, Frank Navarro's Seeburg and Rock-Ola spot, and also spending some time with Eduardo Baptista at Peerless Discos.

No matter where you are this means the same thing as in the Estados Unidos Norté Americana: "Felices Pascuas y Prospero Año Nuevo." ***A. M. Keene***

Ladoga, Indiana

Gentlemen:

I am in receipt of your statement for subscription and I must admit this is a rather clever bit of salesmanship. At first I tossed it aside and thought I had better put it in the waste basket or my secretary would be drawing a check for it.

Then I thought of all the business we had done on the West Coast even with little towns like this one, so I know after all you are entitled to the subscription. First, because I can charge it to my taxes and it won't cost me anything; Second, I should help you for I have gotten plenty business from the West Coast; and Third, because something I might see in it might pay many times the price of the subscription—so here is my check for three years.

C. W. Hughes

San Diego, Calif.

Dear Mr. Blackford:

Enclosed check for 3 year subscription. Some day you will awaken to the fact your REVIEW is worth more money than you are asking. Every operator should take it.

S. L. Updegraff

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED — IF NOT SATISFIED RETURN WITHIN 10 DAYS—MONEY WILL BE REFUNDED.

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BALLY
- 3 Jockey Clubs $480.00
- 10 Sport Kings 335.00
- 13 Santa Anita 195.00
- 1 War Admiral 175.00
- 19 Grand Nationals 95.00
- 4 Pace Makers 125.00
- 4 Kentuckys 375.00
- 6 Long Shots 375.00
- 3 Grand Stands 80.00
- 5 Thistle Down 65.00
- 1 Sport Page 55.00
- 1 Stables 30.00
- 3 Fairground 25.00
- 2 Fleetwood 25.00
- 1 Golden Wheel 25.00
- 3 Preakness 20.00

MILLS
- 1-2-3 ..... $ 95.00

KEENEY
- 2 Fortunes $315.00
- 1 Stepper Upper 90.00
- 3 Pot Shots 65.00
- 1 Winning Ticket 140.00

CONSOLES

MILLS
- 3 4 Bells 3/5 & 1/25c $950.00
- 4 4 Bells, 5c 650.00
- 16 Jumbo Parades, Late Models, Like New, C.P. 140.00
- 5 Mills Flashers 75.00
- 1 Dice Machine, 25c Play 60.00

KEENEY
- 2 4 Way Super Bells 3/5c & 1/25c, like new $875.00
- 2 2 Way Super Bells 5c & 25c, like new, Comb. F. P. & C. P. 695.00
- 1 Skill Times, '38 ..... 95.00
- 1 Track Times, '38 ..... 75.00

JENNINGS
- 2 Cigarolla $175.00
- 3 Silver Moon 5c 125.00
- 2 Bobtail, F. P. 100.00
- 1 Cubes 95.00
- 1 Liberty Bell 25.00

EVANS
- 2 Pacers '42 Like New $395.00
- 2 Lucky Lucre late model 350.00
- 1 Galloping Domino, '41 J. P. 385.00
- 5 Galloping Domino, Late Head 225.00
- 10 Lucky Stars, '42, Like New 175.00
- 1 Bang Tail, '42, J. P. 385.00
- 1 Bang Tail, 25c, Late Head 175.00
- 1 Skillo 325.00

BALLY
- 1 Lincoln Field ..... $ 95.00
- 1 Big Top, C. P. 95.00
- 1 Ray's Track 50.00

PACES
- 1 Races, Brown $125.00
- 4 Saratoga's, '41, C. P. 130.00
- 1 Saratoga, comb., F.P. & C. P. 175.00

BAKER
- 9 Pacers, D. D., Late, Like New $235.00

SLOTS

MILLS
- 1 5c Brown Front $275.00
- 4 5c Blue Front, Club Handle, Glitter Finish .. 250.00
- 1 5c Cherry Bell 240.00
- 1 5c Roman Head, Glitter Finish, Club Handle 240.00
- 7 5c War Eagles, Glitter, Club Handle, 3-5 Pay .. 210.00
- 1 10c War Eagle 180.00
- 5 5c Blue Fronts 165.00
- 2 5c Roman Heads 135.00
- 7 5c War Eagles 125.00
- 2 10c Extraordinary 175.00
- 3 5c Extra Ordinary 3-5 .. 160.00
- 1 5c Futurity Dials 100.00
- 5 5c Q. T. 75.00
- 1 5c Lion Head 40.00
- 1 10c Rockolla, S. J. P. 40.00
- 4 5c Gooseneck Front Vender, S. J. P. 30.00
- 1 10c Arrow Vender 40.00
- 2 5c Arrow Vender, Rebuilt 25.00
- 1 5c Front Vender, D.J.P. Escalator 75.00
- 3 Twin Jack Pot 1c (1c) 35.00
- 10 1c, 5c, 10c, Goosenecks assorted, ea. 20.00

JENNINGS
- 1 4 Star Chief 10c $225.00
- 1 10c Dixie Bell D.J.P. 225.00
- 3 5c 4 Star Chief 150.00
- 1 5c Century, D.J.P. 75.00
- 7 1c Little Dukes D.J.P. .. 17.50
- 3 5c Duchess 35.00

WATLING
- 1 5c Baseball F.V. ..... $ 35.00
- 1 5c Arrow F.V. 25.00
- 6 5c Blue Seal S.J.P. 30.00
- 2 1c F.V. 2-4 Pay 25.00
- 1 F.V. D.J.P. 1c 30.00
- 1 1c Blue Seal F.V. D.J.P. 30.00

PACE
- 1 25c Late Model, Slug Ejector $295.00
- 1 5c Comet, S.J.P. 72.50
- 16 1c Bantam S.J.P. 27.50

CAILLE
- 2 5c Club Bell $170.00
- 1 10c Club Bell 225.00
- 1 10c Cadet, D.J.P. 150.00
- 3 5c Cadet D.J.P. 100.00
- 2 5c Grand Prize Awards, D.J.P. 90.00
- 1 5c 2-4 Pay 25.00
- 1 5c Gold Star 20.00

GROETCHEN
- 1 25c Superior ..... $ 95.00

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1184—5c	J. P. Jumbo—PIC-D-FIN	28.17	2.52
1000— 5c	J. P. Jumbo—TEN FINS	18.59	1.79
1184— 5c	J. P. Jumbo—TEN FINS	27.79	2.52
1200—25c	J. P. TEXAS CHARLEY	102.28	2.32
1200—10c	J. P. PAY OUT X THICK	52.59	2.89
1000— 5c	J. P. BEAT THIS CARD	33.00	2.54
2400— 5c	J. P. E. Z. PICKINS	46.32	3.49
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Seeburg Gets Wire Recorder License

CHICAGO — The Armour Research Foundation has announced five new names which have been added to the roster of those who are licensed to manufacture the Armour Magnetic Wire Sound Recorder. These are E. H. Scott Radio Laboratories, Inc., and J. P. Seeburg Corporation, both of whom have Chicago plants; the Lawyt Corporation of Brooklyn, New York; Radiotechnic Laboratory, Evanston, Illinois, and Boosey & Hawkes, Ltd., of London, England.

Auditions, as well as scientific tests, including those covering frequency response and dynamic range, have demonstrated that the Armour development of recording magnetically on spools of wire nearly as fine as a human hair will give the world a reproduction of living performance of higher fidelity than the customary methods. This method does not use a needle,—recordings may be placed thousands of times without scratch or loss of fidelity. Developments are still under way, including a magazine containing the spools of wire to be interchangeable on all makes of machines. However, it is not expected that civilian production, especially in the home radio field, will be available until some time after the war. Plans call for simplicity of recording and playback which will satisfy a child operator.

J. P. Seeburg Corporation, one of the largest manufacturers of coin operated automatic phonographs, are licensed to incorporate wire recorders in these machines, and also to manufacture portable home phonographs as well as magnetic recorder adaptors for home radio sets.

With certain limitations, Seeburg has been granted special permission to make recordings for playback in machines of their manufacture.

Thumbs Down on Classics

WASHINGTON, D. C.—Alexander Kipnis' expressed hope that the postwar world might see phonographs playing classics has finally buzzed into Washington. To see what he could do with it the *Times-Herald's* Inquiring Photographer popped into a local grill and sounded off with the Metropolitan Opera basso's remark. The consensus: No. As though you didn't already know, here are the assorted answers:

Said a "Government gal," "Everything has its place; music boxes don't show much of a profit except in places where there is dancing or drinking, and that's that. Some dining places have 'piped' music, mostly semi-classical, but that's to listen to. Popular tunes are mostly for dancing. I can't explain it exactly, but a good hot tune puts you in the mood."

A night club captain "personally" didn't think there was a chance because three-quarters of the phonograph's customers are youngsters who want to jump. Oldsters, he said, appreciate classical music because they have acquired a taste for it, but time and place must be considered and "most classical pieces wouldn't fit night club atmosphere as a regular thing."

Student Roxana Lukens was the only one who was dubious. She noted that radio had made folks appreciate the classics more than formerly, and said she'd heard that sentimental ballads were once quite the thing in taverns and night spots, if what she'd heard about the Gay Nineties is true. "The vogue may have a comeback in the form of classical music boxes. Who knows? There is plenty of lighter semi-classical music to be used."

A U. S. Park Service patrolman hated to contradict Mr. Kipnis, "who has a greater voice in musical matters than I have—and probably doesn't pun," but declared there wasn't a chance of the plan's working out. "Sales figures of recordings should prove that when you say 'popular' music, you mean just that. The great majority of people won't pay a nickel to hear a classic. They want tunes that get the joint jumpin'."

A girl typist said, "People want speed and nothing else. The war tempo, you know. After the war, it might not be a bad idea to slip an *occasional* classic in among the top tunes, and see how they go over. If more of the better-known classicals were 'jazzed up,' as a few like 'Martha' were, the ordinary person might come to like classics better."

Finally, a male dancing instructor insisted that "The average person can listen to 'Is You Is or Is You Ain't My Baby' a dozen times in an evening, but just try to imagine a tavern crowd, of this or any future generation, listening to selections from "Pagliacci' or 'Die Gotterdammerung.' The essence of the music box's appeal is novelty; the ever-changing jingle of the current popular hit-tune." Just how he reconciled "novelty" with a dozen repetitions of one tune an evening, he didn't say.

Okay, Mr. Operator, that's all. You can put away those Beethoven albums!

Bard Opens L.A. Office

LOS ANGELES—Realizing that the West Coast is becoming, more and more, a potent factor in the coin machine field, J. F. Bard, well-known Chicago distributor, has opened a distributing center for his Western customers at 619 Antonia Avenue.

His products include independent records and manufacturers' accessories, most of which are made in the East.

Franz Green, Bard's partner, though young in years, is an old hand in the record business. Many years ago he introduced "Telefunken", famous European record make, to the American market. Later he became identified with "Continental". After an honorable discharge from the U. S. Army, he joined Bard's company in Chicago.

Continental, Cordion, Scandinavian, and other successful record manufacturers, have pledged their full cooperation. Shipments are rolling in every day and are distributed as fast as they arrive.

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THE REVIEW has inaugurated a program of aiding discharged soldiers, sailors and marines adjust themselves again in private enterprise. During the past two months we have placed many men in good positions and the service is being amplified to cover the entire nation, and will be continued until the need for such a service is satisfied.

You can aid in this worthwhile effort by clipping the ad appearing on this page and seeing that it is posted in your local U. S. O. or servicemen's recreational center. From our Los Angeles offices we are mailing out hundreds and hundreds of these announcements along with letters asking that the notice be posted on bulletin boards. If you require more for your city we shall be happy to supply them.

Remember, the men frequenting the U. S. O. and recreational centers in your city are not all interested in obtaining local employment but instead would appreciate a job offer from their home town. In Nashville you may find a man for an operator in Camden and in return an operator posting this notice in New Orleans may obtain a man for your own operations in Seattle. It's a mutual cooperative effort and a patriotic contribution to these valiant men who have already given so much. Won't you help?

* * *

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To secure one of these well-paying positions write us fully today. Give branch of service, term of service, discharge date, age, married or single, type of work you previously did and additional training you have had during your stint in the service. We will immediately refer you to positions open and present your qualifications to these organizations. There is no charge for this service and you alone will elect as to whether or not you will accept the positions offered.

WRITE

The COIN MACHINE REVIEW

THE LEADING MAGAZINE OF THE COIN MACHINE INDUSTRY

1115 Venice Boulevard Los Angeles 15, Calif.

Laymon Has New Films

LOS ANGELES—Paul A. Laymon, distributor for Quality Pictures, announces a new release of "Dancing Girls of All Nations," especially intended for use on Panorams. Reel is number 14 and comprises six subjects which Laymon insists are the most entertaining and interesting subjects released thus far.

Concurrent with the new release is the announcement of a new process of subjecting films to a glycerine and wax bath to protect the film and give it long life. This additional service is being offered in cooperation with the government's program of conserving films and making them last as long as possible. With each reel of film Laymon is supplying an instruction sheet explaining how the Panoram should be cleaned and put in top working condition before using the new film program. The combination of the complete cleaning process, plus the waxed film, will produce longer life and longer wear for both the film and projector.

Wolf to Chicago

LOS ANGELES—Bill Wolf, of California Amusement, trained out on the 12th to Chicago on an important business mission that will result in a big announcement in the next issue of THE REVIEW. Bill expects to be back on the Coast before the end of the month to supervise modernizing of his new quarters in San Francisco and prepare for the Open House celebration that will launch this newest member of the offices of California Amusement serving the operators of the West.

* * *

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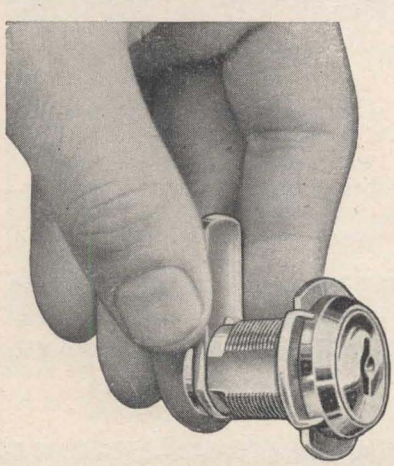

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Charles Fey Life Story Reveals Interesting Industry Incidents

(Charlie Fey, the inventor of the Bell type slot machines, is no more. On November 10th he passed away at the age of 84 after a full life devoted primarily to the Coin Machine Industry. The end didn't come at his beloved work bench like Charlie might have wished, but in a San Francisco hospital where the grand old man had been a patient for some little time. The life story of Charlie Fey is as interesting as the history of the Coin Machine Industry itself and we are happy to publish herewith an article which first appeared in January, 1937, when a special anniversary section commemorating Fey's 50th Anniversary in the Coin Machine business appeared in THE REVIEW.)

COIN MACHINE MEN never grow old. Charlie Fey today at 76 actually is younger in ideas, spirit and energy than many of the up-and-coming young executives of this industry's great manufacturing firms. Charlie Fey—while the rest of us are celebrating at this time his Golden Anniversary in the coin machine business, 50 years of inventing, making, operating and selling machines—is inwardly scoffing at the idea of a whole industry paying any attention to this occasion.

It's a safe bet that if tonight Charlie is scheduled to hop a plane to Chicago for the show, this afternoon you'll find him right at his bench in his shop in San Francisco's Mission district, inseparable from his machinist's apron and equally famous pipe until time to knock off for the day. Charlie can't do otherwise, for that's Charlie Fey.

Neither this resumé nor any other, ever will tell the whole story of Charlie. His story is an endless chain of incidents and events which form one of the most colorful traditions of this industry. Wherever coin machine men gather, one reminiscent highlight drawn from the fascinating 50-year record of Charlie Fey recalls another and another . . . some true and many mythical . . . until a large volume could not begin to hold the countless names, experiences and machines that are linked in fading memories with the industry's "grand old man."

* * *

It is the winter of 1882. A dripping fog virtually obscures the sputtering street lamps in London's Cheapside. Through the dingy front window of a small shop one may happen to notice a young man, barely 20, bent over a bench intently finishing a small scientific instrument. The accuracy required in its tooling and the poor light from the oil lamp on the wall combine to leave upon the apprentice signs of fatigue which go unnoticed by himself, yet are apparent to the observer. The instrument completed, the light is blown out and the door swings open and shut behind a youth who has now finished his years of servitude in training . . . In the weeks which follow, he decides America is his goal . . . After a stormy crossing westward to settle in the home town of a friend, Billy Schmidt, at Fond du Lac, Wisconsin.

Gets First Patent

Never away from the tools that had gone hand in hand with his life, the youth worked nights on an idea of his own. He sent blueprints to Washington and received a patent. It was for a beam scale. Somebody in Chicago heard about it and mentioned it to Charles Watling of the Watling Scale Works. There followed an exchange of correspondence and soon the patent was in Watling's possession. The young machinist-inventor tucked $1,000 into his sock—the first "big money" he ever had had.

Now Billy Schmidt was, and still is, owner of the Wisconsin Novelty Company, at that time one of the largest operators of punchboards in the country prior to the advent of the coin machine. It was through this friendship with Billy Schmidt that the young man from London acquired his original ideas about operating. If punchboards could make money, he thought, why couldn't a machine be devised to perform a similar function automatically? Then he started to putter—he always has puttered—with various gadgets until out of the array of gears and discs and odd parts on his bench came the first coin-operated machine by Charlie Fey. It was called "Horseshoes," and was a dial machine.

After several months the inventor left Wisconsin for a new frontier—the Pacific Coast. For no particular reason, he landed in San Francisco. Those were the days, he now recalls, when "the Coast" didn't refer

—TURN PAGE

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to the shores of the Pacific but rather to the gaier shores along Pacific Street. If you ever have the opportunity to buy a big keg of cold beer and sit down beside it in company with Charlie Fey, you may be able to coax out some anecdotes that by comparison would make the accepted lore of San Francisco's "days when" sound like ordinary cowboy fiction.

To the shop grind anew young Fey set himself, on a self-imposed work schedule that had no regard for the clock or for such immaterial matters as day and night. While at his bench and wheel he was in a world of his own, and eating and sleeping didn't matter—he thought. It took doctors to change his mind. To warn him that he must not only cut down those long hours of work but must forego the shop entirely and spend some time in the mountains. Yes, he was suffering from consumption.

Heads for Mexico

Reluctantly locking the door of his shop and apparently resigned to leave there all of the ambitions his amazing industriousness had developed, he set out. Where, he did not know. He just tossed a pack on the back of his pinto pony and with his dog, Pete, he bid farewell to San Francisco, never knowing whether he ever would return. Down the Coast, a few miles at a time, went the strange trio—sick man, horse and dog. Weeks later the entourage arrived at a village called Nuestro Sonora de Los Angeles. And after that, Mexico. Mountains. Sandy stretches of desert. Hours upon hours along torturous trails through sagebrush. All that young Fey did during those seemingly endless three years of solitude, how he managed to exist, probably no one else knows or ever will know. But with each step came new strength and renewed health. When he returned to San Francisco, it was a new Charlie Fey, vigorous and with an appreciation of life and of his fellow man that are his outstanding characteristics today.

It wasn't a case of resuming where he had left off prior to a three-year interruption. It was a problem of starting all over again from scratch. He picked up odd jobs as a mechanic for subsistence. Good work meant calls back—gradually steadier employment—until one day in June, 1887, he took on the added responsibility of supporting a wife. He took his bride to a basement flat that had an extra room which might be used as a shop. There, working far into the night, he resumed tinkering with coin machine inventions. One evening on the way home he saw a counter device called the Ferris Wheel. He looked it over carefully and with a keen, experienced eye picked out many defects and opportunities for improvement. Immediately after supper he went into his workroom and started to make a machine of his own with the Ferris Wheel as a casual inspiration. And when Charlie Fey goes about planning a new machine, he doesn't sit down and make a lot of drawings. He grabs a piece of metal, a couple of gears, a handful of bolts and nuts and sticks right with it until something goes. But on this night his plans didn't pan out. He had borrowed a few parts from the kitchen clock and was grinning broadly at a temporary success when he looked up and directly into the stern face of a hard-boiled landlady.

"You can't make a racket like this at three o'clock in the morning," bellowed the irate intruder. "This has been going on long enough. You'll have to get out, that's all."

"How did I know it's three o'clock?" replied Charlie meekly. "Our clock stopped."

The First Bell Machine

But out he went, gadgets and all. He got a small shop downtown and continued to work on his new machine undisturbed. He had to take time out on occasions, a week or two at a time, in order to earn a few more dollars on which to live and experiment. Months passed. And more months. Some days young Fey had to walk all the way downtown to his shop, because he didn't even have carfare. Finally, late in the fall, his machine was completed, but he wasn't satisfied. It was fascinating enough, but it lacked something. If only it could be changed around to pay out coins automatically. That's an idea! Auto-

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matically! That ought to do it!

More tearing apart, rebuilding, experimenting, discarding, redesigning. At last, along in the following spring, it worked! If the proper combination showed through the window, a corresponding number of coins rattled down a delivery chute.

Liberty Bell, Charlie called it. The first bell machine. Little did he realize then that he had created a device which was to gain international popularity . . . which was to become the foundation—the very backbone—of an entire industry!

He tried out his original machine in a saloon (there were several in San Francisco then, or rather there were one or two places in the city which weren't saloons). You can imagine, without the aid of any description, his surprise at the immediate results . . .

Back to the shop he went, to build more Liberty Bells as fast as possible. Between building and collecting, Charlie experienced the busiest days of his eventful life. He soon had machines in every spot along the Embarcadero, famed waterfront street. Ship's crews from Alaska, South America, Australia and the Orient played the machines almost to the exclusion of all other forms of entertainment. Into many other gathering places in the city went the Liberty Bell, until Charlie thought to himself: "Guess I've got the town covered now; I'll branch out."

With the first signs of prosperity from his new machine, he had acquired a pair of high class trotting horses with which he made his service rounds. So he headed them down the peninsula to San Jose, 50 miles away, to make additional installations. And to other cities in Central California. Finally the job got to be too much for him and he hired a man. Duties of the latter consisted of sorting coins in the basement.

Hired Hand Sorts Quarters

You can visualize the sight: Nail kegs full of coins lined up against the wall—some full of nickels, other bulging with quarters and halves. The hired man complained about the kegs full of quarters. Too much trouble, he explained, to go through the big pile and separate the two-bit pieces from the $5 gold pieces!

From 1890 to 1905, Charlie really went to town. He secured a larger headquarters for his business at 406 Market Street—a beautiful building featuring the ornate architecture of the time. He headed a large organization which took care of the manufacturing and operating of machines. Charlie himself had more time to resume his tinkering in the shop—more designing, remodeling and improving machines of other manufacturers—the kind of work he enjoyed much more than emptying coin boxes.

Then, on April 18, 1906, he was awakened about 5:30 a.m. along with the rest of San Francisco's populace to find the city in the ravages of an earthquake. Downtown to the office he rushed, only to find the roof caved in and piles of brick all around. He managed to save his original Liberty Bell and a few less important items before the National Guard ordered him to safety from the fire which followed the quake. Several days later, Charlie returned to the scene and salvaged only a mass of molten nickels—a souvenir which he treasures today.

Never one to look back, he set out once more with the handful of machines that had escaped the disaster. He was doing quite well again by 1907 and started construction on a new home for his family, which included a son, Edmund C. Fey, now head of the Western Automatic Machine Co. of San Francisco, and two daughters.

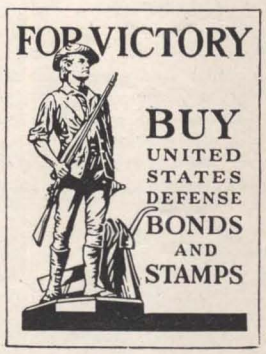
He ordered new equipment from an eastern manufacturer, and when the bill of goods arrived he presented a money order at the bank for payment. A strange clerk failed to recognize him and requested identification. Temporarily "burned up," Charlie ordered his account there closed, but a persuasive manager smoothed out matters and got Charlie to agree to leave his funds on deposit. Amiable as usual, he acquiesced. Less than a week later the bank failed. On the list of depositors was this notation: "Charles Fey, $22,000."

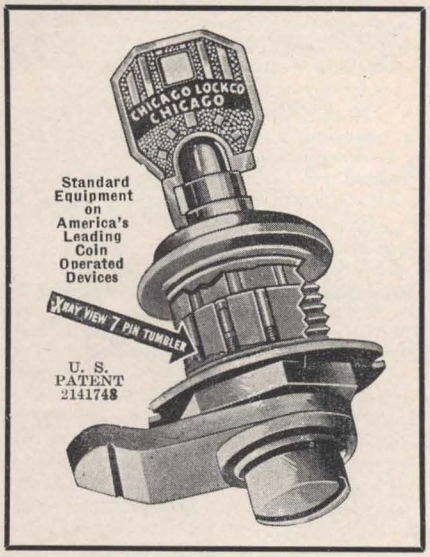
Rebuilds After Fire

Being "levelled off" again was no new experience to Charlie. Turning his clever hand to carpentry, he threw together a rough shed on Jessie Street in which to carry on his work. It wasn't much by contrast with the establishment on Market Street which was destroyed in the fire. But for easy-going Charlie it served him just as well. His friends—and few men in the industry can claim more friends than Charlie Fey—continued to gather at the

TURN PAGE

Both Insure VICTORY

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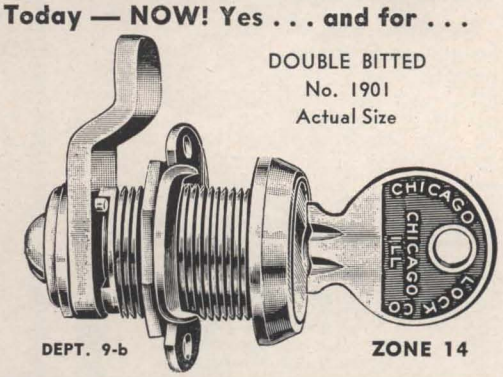
Invest in Both NOW!

For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps — Today — NOW! Yes . . . and for . . .

Real Protection Against Cash Box Sabotage Install the Famous Chicago

"ACE" LOCK

. . . for new replacements or new equipment . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms . . . and remember — ALL CHICAGO Locks insure "UTMOST SECURITY."



DOUBLE BITTED
No. 1901
Actual Size

DEPT. 9-b ZONE 14

ZINGO

Harry Williams' latest creation and the first "upright" Pin Game. Making real money for operators.

$375.00

Ready for Immediate Delivery

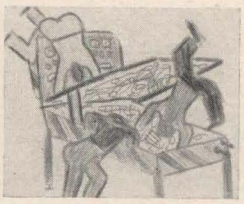
—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

DON'T GET MESSED UP "IN THE WORKS"



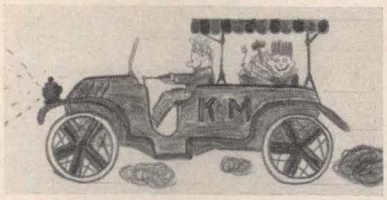
CALL

FAirfax 9841

and

K & M SERVICE

Will Be on the Way



For prompt, efficient, intelligent repair work on all types of coin-operated equipment, give us a call! Seasoned veteran mechanics will give your machines the sparkle and performance of new machines.

K. & M. SERVICE

721 South Valencia **Los Angeles 14, California**

new place.

It would be interesting today to sit in on a reunion of those pioneer operators. There would be the Spree Brothers, Harry and Bill; "Three Finger" Jack Otto; Ernest ("Cocky") Chambers, who is now operating in Santa Cruz, Calif.; Harry Buckley, "Frenchy" Froidaqua, Harry Hills, and countless others. One of the Coast pioneers who has stuck closely to Charlie through the years is "Hank" Maser, who contributed much of the material for this sketch.

As in earlier days, Charlie went on with his operating business and still found time to work around the shop. At one time he ventured out of the coin machine field to invent an automatic cheese cutter. But always uppermost in his mind was the planning of new coin-operated devices.

Even Charlie himself can't begin to remember the names of all the machines he has devised since the original "Horseshoe." There was the Draw Poker game on card reels which he built 30 years ago. There was "On the Level," a "36" dice machine. And "Policy." And "4-11-44." And "Three Jacks." Along the years were developed such well known machines as "On the Square." "Little Chief," with two arrows and a dial; "Duo," "Silver Cup," with two dials. Just the names of his games alone would fill a lengthy article. Some of them were hits, others weren't. But wherever Charlie saw an opportunity to improve upon a game, whether it was manufactured by him or by some other firm, he never hesitated to make the improvements.

Invents Check Separator

For instance, there is the story of the first check separator. Solid brass checks were in general use, but Charlie was the first to use slugs with holes in the center. He did this purely for convenience, storing an extra supply of checks in the back of each machine by stringing them on a long bolt with a wing nut on the end. Thus the slugs did not rattle around and were easily available to the operator for refilling jackpots, etc. It was while experimenting one day with these new "holed" checks that Charlie conceived the idea of being able to separate the checks from the coins by means of a "feeler" which tapped the center of each coin and automatically sorted the checks into a separate compartment. This was just another of the many Fey innovations which carried coin machines along the path of progress.

Later he went further into the check problem. In his Silver Cup machine, checks larger than coins were used, and the separation of them was even more simplified. Charlie also was first to use the twin tube payout, featuring an alternator which put checks into alternate tubes.

In those days it wasn't a question of getting the locations but of getting the machines. Frequently the pioneer operators were in such need of equipment that they would buy new machines which they knew wouldn't work, and spent days and weeks rebuilding them into workable units. More frequently, they would find themselves stumped and invariably would turn to Charlie Fey to fix up their equipment so it would function. And because he enjoyed this work so much, Charlie often neglected his own operating business in order to accommodate other operators with expert repairing. His reputation as a keen judge of coin machines and a "coin machine doctor" spread throughout the country—and along with it his constantly enlarging circle of friends.

In the early 1920s, Charlie hired a school lad to become an apprentice in his shop. His name was Albert Quast. The youngster would spend all his time after school and on Saturdays learning about the machinist trade from the "old master." And young Edmund Fey, Charlie's pride and joy, also was to be seen about the shop in every spare moment. Both acquired the best possible training with machines. Ed, never content to bask in the glory of his Dad's reputation, branched out on his own and proved that he had inherited his father's knack by inventing any number of successful machines, chiefly of the arcade type. One of his patents concerns a principle involved in some types of "radio rifle" target machines which are gaining such wide popularity today. Al Quast became Charlie's right-hand man and for years has occupied a bench adjoining "the" bench, gaining in recent years the position of superintendent of the Charles Fey Mfg. Co., Inc. Since 1923, he has been a member of the firm and its secretary-treasurer. Charlie credits Al Quast with contributing to the success of many of his good games in the past 10 years, but for the "lemons"

Wanted To Buy for Cash:

We will pay the following prices:

Attention	$40.00
Broadcast	27.50
Crossline	27.50
Double Play	50.00
Do Re Mi	60.00
Duplex	50.00
Leader	50.00
Mascot	25.00
Merry Go Round	20.00
Mills 1940 1-2-3, Free Play	60.00
Mills 1939 1-2-3, Free Play	25.00
Pan American	25.00
Play Ball	25.00
Short Stop	20.00
Silver Skates	30.00
Stars	50.00
Sunbeam	50.00
West Wind	60.00
Zombie	50.00
Chester Pollard Football	75.00

IDEAL NOVELTY COMPANY

2823 Locust St. **St. Louis, Missouri**

VICTORY HIT PARADE PIN GAME CONVERSIONS

PLAY BALL for New Champ
ARMY & NAVY for Knockout
TAIL GUNNER for Ten Spot
G I JOE for Jungle
Cost you only $9.50 f.o.b. Chicago
RUSH YOUR ORDER NOW!

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

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ATTENTION
METAL TYPER OPERATORS

The exclusive manufacturing and sales rights for the METAL TYPER NAME PLATE machine has been purchased by the Standard Scale Co., 715 No. Kingshighway, St. Louis Mo.

All operators interested in securing Metal Typer machines, parts and medals can receive full information regarding same by writing direct to the Standard Scale Co.

●

GROETCHEN TOOL COMPANY

126 N. UNION AVE. **CHICAGO, ILL.**

he takes all the responsibility himself. Some boy, Charlie!

Adapts Deweys for Dollar Day

One of the money-making ideas which Charlie Fey dug up in his shop years ago was the adaptation of the floor model Dewey-type machine to dollar play. Most of these machines at first were built to accept nickels, and later 25-cent and 50-cent models were developed. But Charlie is generally conceded to be the first to develop a coin head and mechanism which would successfully handle a coin as large as a silver dollar. It was only in recent years, about 1929, that he carried this idea further by coming out with the Silver Dollar, a dollar-play Bell machine.

Having confined his interests mostly to counter machines during his lengthy career, Charlie, like other veterans, was reluctant to acknowledge the marble game when it was introduced and even after it became popular. He accepted repairing and rebuilding jobs on pin games, but never gave this type of equipment serious attention along the designing line. In general he has stuck to the counter trade and has designed and manufactured in the past years a number of successful counter units.

But the most amazing characteristic of Charlie Fey today as he rounds out 50 years in the coin machine industry is the capable manner in which he continues to be the "life of the party" wherever coin machine men gather—at the Hotel Sherman, Chicago, in New York, in Los Angeles—but mostly in his home town, San Francisco.

* * *

Beautiful New Neighbor: "Little boy, I need a loaf of bread from the store. Do you think you could go for me?"

Kid: "No, but I heard my old man say he could."

NOW AVAILABLE—

LIMITED NUMBER OF

PACES RACES

FACTORY REBUILT BY H. C. EVANS & CO.

EXCLUSIVE MANUFACTURER

PLEASE NOTE:

ONLY H. C. EVANS & CO.
can build genuine
PACES RACES

ONLY H. C. EVANS & CO.
can make genuine parts
for PACES RACES

Factory Rebuilt GALLOPING DOMINOES
Write for full information

AFTER VICTORY

The New

EVANS' SUPER DELUXE RACES

Streamlined! **New Coin Head!**
50 Other New Features!

H. C. EVANS & CO.
1520-30 W. ADAMS ST. **CHICAGO 7, ILL.**

Profit from the World's Largest Business

Shipman's Coin-Operated Postage Stamp Dispensers

We Have Them in Stock—$29.50

—— SEE ——

PAUL A. LAYMON
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1503 West Pico **Los Angeles 15**

New Conversion Coming

LOS ANGELES—Las Vegas is the name of a startling new free play four-coin multiple console conversion perfected by Globe Electronics and soon to be made available to operators.

The conversion is made entirely of used cabinets and parts and the new idea incorporated therein is one that will establish unbelievable grosses for game operators. All of the thrill and fascination of roulette and free play marble games have been combined in a snappy, fast game that packs plenty of interest and holds the customers. Device was completely designed and engineered by Globe Electronics, who are now ready to negotiate with manufacturers capable of manufacturing the game for national sale.

Several months time has been spent in developing, perfecting and testing Las Vegas and Globe claims every possible bug has been eliminated through the exhaustive tests made.

Rutter Moving

LOS ANGELES—Jimmie Rutter and his Operators' Service will pack trunks on February 1st and move to their new quarters at 2307 West Pico in the Coin Machine Industry Building, recently purchased and modernized by C. A. Robinson, at the corner of Pico and Magnolia in the heart of Coin Row.

* * *

A preacher walked into a tavern, in the course of his welfare work, and ordered a glass of milk. By mistake he was served milk punch. After drinking it to the last drop he raised his eyes upward and was heard to say, "Lord, what a cow."

MILLS 4-BELLS

Thoroughly Renovated and Now Known As—

THE MAY-BELL

You Take No Risk on Our 5-Day Free Trial!

Service calls practically eliminated . . . Any combination play desired from 5c to 50c. Special Orange—Plum—Bell and Bar. Rapid-fire action on OUR CASH PAYOUT!

Exclusive Agents For BALLY Parts, Service and Repairs

***OUR SPECIALTY*—Game Renovating and Repairing**

SAM MAY INDUSTRIES
2000 N. Oakley Avenue **Chicago 47, Ill.**

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO.
CHICAGO

★CIGARETTES

Billions of Matches Made But Not Universally Used

Americans who find matches among the war's scarce items should reflect upon the fact that half of the population of the globe has never used them. In some parts of Europe the old-fashioned custom of "borrowing fire" from neighbors is still in use.

In ordinary times the United States is the world's largest user of matches. Each year, 25 plants produce 225,000,000 boxes and 128,000,000 books of matches. Every day in this country 125,000,000 of them are touched off. But the full facilities of American match manufacturers are now employed in filling government orders for the armed forces. Gradually, the only ones available for civilians generally will be the large wooden "strike anywhere" variety.

In America, book matches are used extensively as an advertising medium. More recently the Office of War Information has been employing them to publicize our nation and the Four Freedoms in shipments to France, Africa, and other countries.

Before 1860, matches were made so imperfectly in the United States that railroads and steamships refused to carry them. Today they are almost foolproof.

Some of the best timber available, western pine or poplar, is required for match sticks. The logs to be worked into match stems are first soaked and steamed to make them less brittle and then are run through a veneer peeling machine. The result is a long strip of wood as wide as a match is long and as thin as the match is thick. These strips are thrust through a machine where they are cut into millions of small splints.

The splints are picked up by another machine and placed into thousands of minute pigeon holes. When the pigeonhole case is full, it is then carried to another part of the machine, where the free ends of the matches are dipped, first in sulphur and then in phosphorus. One of the machines will dip some 15,000,000 matches in a normal day's operations.

Plenty Cigs. in Canada

OTTAWA—The Wartime Prices and Trade Board Authority revealed on January 6th that Canada faced no cigarette shortage.

A W. P. T. B. spokesman said that an expanded Canadian tobacco industry made the dominion self-sufficient and that facilities were still available for transporting smokes to all parts of the country as well as to Canadian soldiers overseas. "There's no need to worry about 1945," he told Canadian smokers.

Show Has Cig. Problem

CHICAGO—The property man at the Harris theater had a cigarette problem the other evening—but some patrons came to his aid.

In the mystery comedy playing at the theater, some 20 cigarettes are smoked—8 in the last act. Someone got off with the prop man's ciggie-maker during the second act and he started looking for smokes.

As a last resort he invaded the lobby during intermission, went to a half dozen patrons, and begged for smokes for the third act. He got 'em.

DuGrenier Gets "E"

HAVERHILL, Mass.—Arthur H. DuGrenier, Inc., peacetime manufacturers of the Champion Cigarette Merchandiser and Candyman 5c Candy Bar Machine, was advised on December 9, in a letter from Undersecretary of War Patterson, that they were awarded the Army-Navy 'E' in appreciation for the war work they have been doing.

DuGrenier, under the very capable leadership of Miss Blanche Bouchard, Administrative Head; Frank DuGrenier, in charge of Engineering; Bip Glassgold, War Work Coordinator; has been engaged in the manufacture of small arms, Radar Airborne equipment, and numerous other equipment used by the Army, Navy, and Air Corps.

The actual presentation of the award by high-ranking Army and Navy officials, took place on January 5, in Haverhill, the home of the company's main plant.

Soldiers Selling Cigs.

NEW YORK—Arrest of hundreds of American soldiers, charged with stealing gasoline, cigarettes, and other military supplies, and selling them to operators of French black markets, has been officially announced by U. S. authorities in Paris. Cases of the accused Americans have been tried in military courts and the offenders received stiff jail sentences ranging as high as 45 years at hard labor.

One group, including three officers, was charged with theft and sale of $200,000 worth of merchandise. A soldier stole 300 watches. In one week military police recovered such loot as 31,700 packages of cigarettes and 2,120 five-gallon cans of gasoline. One major sent $36,000 home in a short time; a private $2,000 in a few days.

Gasoline thefts in no way crippled the American war effort, officials said, but operations of the black market supplies did cause at least in part recent shortages of cigarettes for our soldiers in Europe.

PAN

"HARD SHELL"

CANDIES

•

BUY MORE WAR BONDS

Pan Confections

345 West Erie Street, Chicago 10, Illinois

CHOCOLATES

OPERATORS ASST'S—24 HOUR SERVICE
#59—Large Mirror Gift Chest & 1 lb. $2.85
#237—Large Mirror Gift Chest & 1 lb. & 14-1 1 lb. Boxes Choc. Nut Clusters 11.75
#372—Musical Chest & 1 lb., & 20 1 lb. Boxes Choc. Nut Clusters..... 21.25
ALL GIFT CHEST HAVE VALENTINE CARDS —EASTER, Etc.
Many other Candy Asst's & Novelties
1000—5c Blank Boards (10-20 sections) ..... .77
3 Color Candy Headings..... .06½
24 Hole—1c to 39, Card Grosses $8.25..... .05
24 Hole—1c to 49, Card Grosses $10.50..... .05
50% Deposit or Full Remittance

DELUXE SALES CO.
BLUE EARTH, MINN.

DURA-HEAT

Electric Soldering Iron.
Underwriters Lab. Approved.
Extra fine for operators.
Guaranteed
100 Watt.....$7.95
Write for prices on other sizes

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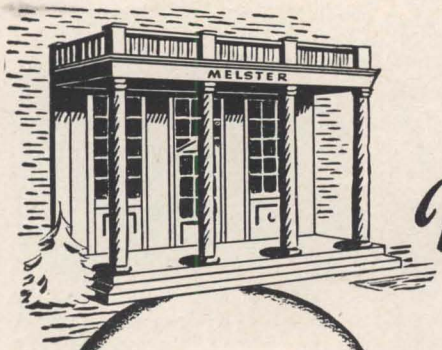

Meet . . . MELSTER Candies

The MELSTER HOME

Melster Candies are produced in a large, snow-white plant of Colonial architecture, in a country setting . . . under professional personnel, using choice materials, modern equipment and streamlined production methods.

A FAMILY OF FINE CANDY BARS

Here's the roll call: MELSTER Nougat, MELSTER Cherrie and MELSTER Hot Scotch . . . a family trio which has won hundreds of thousands of staunch friends . . . too many, in fact, to keep supplied since these smack-happy bars went to war.

You'll be hearing more about MELSTER . . . specializing exclusively in top-flight candy bars.

MELSTER Candies

CAMBRIDGE WISCONSIN

Argentine Nuts Arrive

NEW ORLEANS—The first shipment of 4,400 tons of shelled and sacked peanuts from Argentine have arrived and are being offered for resale through the Commodity Credit Corporation. Shipment arrived via an Argentine ship and is first of several shiploads enroute to this country.

Local operators who have used nuts from the first shipment declare them to be of high quality and equal to locally grown offerings. The Argentine nuts are grown in the northern part of the republic.

Another Argentine import catching on in the South is rolled mints and orange and lemon flavored candy packaged in rolls similar to popular mint and fruit rolls of American manufacture. Items retail for 5c.

Bullet Rips Last Pack

In Germany—No man in the U. S. army hates the Germans worse than Lt. Dillard Boland of Clinton, S. C.—but it took 6 months of fighting before his grudge became personal.

Boland, who fought through the Normandy and Brest campaigns in France, was leading his platoon in an attack when a shell struck nearby. The lieutenant didn't get a scratch, but one small fragment ripped through the sleeves of his jacket and cut a package of cigarettes in his breast pocket. Then it passed through the other side of his shirt, jacket and sleeve.

"I didn't mind those Heinies ruining my shirt and jacket and scaring me half to death," said Boland, "but that hunk of shrapnel cut my last pack of cigarettes right in half—and just at the time when we couldn't get any cigarettes for love or money."

Pass the Cigs.

An anti-cigarette league advises that the "best way to break the cigarette habit is to chew gentian root, take several doses of salts, eat cream of tartar before breakfast, avoid highly seasoned foods, stop drinking, take Turkish baths, get plenty of fresh air, and keep the mind occupied."

If it's all the same, we'll keep on smoking and, if you operators are afraid of losing cigarette customers to pipes and cigars, post this simple substitute on the glass of your vendors.

McNeil Revamps Offices

LOS ANGELES—E. C. McNeil has revamped and refurnished his offices at 713 South Westmoreland and today they gleam with a modernized newness and freshness. New furniture has been installed in Mac's own office and new walls installed and tinted a pleasing color which blends beautifully with the rich green leather upholstered furnishings.

Adjacent to Mac's office is the famous Nudist bar where the large collection of the feminine form divine looks down, up and at you as you enjoy a brisk one at the clever bar.

McNeil is western representative for National cigarette and candy machines and is eager for the day when he will have new machines to offer western operators.

* * *

"Do you belong," asked the clerk, "to the Nazi Bund, or any political party that plans to overthrow the government?"

"Yas'm," said the Negro.

"Which one?" asked the clerk, taken aback by the applicant's placid candor.

"The Republican," was the earnest reply.

Curtiss Bar in "K" Ration

CHICAGO—"Jolly Jack" candy bar manufactured by Curtiss Candy Co., has been accepted by the Chicago Quartermaster Depot as a confectionery component for the Army's "K" ration and is being withdrawn from the civilian market.

In addition to producing nearly a million and a half "Jolly Jack" bars a week for the Quartermaster Corps, the company is making many other contributions to the armed forces. It is manufacturing hard candy squares in special export packing and fruit drop rolls for export; and is shipping the bulk of its regular candy products for export to the armed forces for sale in post exchanges and ships' service stores, and for issue to the men in combat areas.

The firm also is donating hundreds of thousands of its "Baby Ruth," "Butterfinger" and other bars to men and women embarking for foreign service or in cantonments and service centers in the U.S.

If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
— SEE —
PAUL A. LAYMON
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AUTOMATIC MUSIC

Simmons Says:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● Those who believe we have reached the limit of business progress, employment opportunities, etc., in this country are like the farmer who had two windmills and pulled one down because he was afraid there wasn't enough wind for both.

● Tact is the lubricant which keeps the wheels of selling running smoothly. If steel gears are not lubricated, steel against steel wear each other down. Our contact with people with the lubricant of "tact" will do the same in the sales department.

● Wired or telephone music operators can look forward to the so-called Video system over standard phone lines offering recordings with both sight and sound signals.

● Having covered several key cities in the South and Middle West during November, it is most enlightening to see the dress up along coin machine row in most every city . . . new fronts, congenial reception rooms and sales rooms. The distributors of the coin operated equipment have really done their stuff and are a credit to this great industry.

● When the manufacturer or distributor hands you government forms to fill out in

(See SIMMONS, Page 28)

How Many Automatic Phonographs After the War?

Ask the next ten automatic phonograph operators you meet how many different automatic phonographs will be available after the war and the general remark you receive will be: "The field will be lousy with 'em!"

But, as the old adage goes, don't count your chickens before they hatch. There's been a lot of talk about the various manufacturers of radios and home combinations who have ideas up their sleeves for coin-operated models and some of the rumors will hold water but the majority of them are fabrics of multiple imaginations and the concerns mentioned have no eyes, now or later, on models for automatic operation.

As the picture stands today the operators may be certain of revolutionary new models from at least seven of the well-known manufacturers in the Coin Machine Industry. These are:

1. **A. M. I.**
2. **John Gabel Mfg. Co.**
3. **Mills Industries, Inc.**
4. **Packard Mfg. Corp.**
5. **Rock-Ola Mfg. Corp.**
6. **J. P. Seeburg Corp.**
7. **Rudolph Wurlitzer Co.**

There is a possibility that four other manfacturers in our field will enter the automatic phonograph division but, at the present, refuse to show their hand.

Now, how about the others? Will RCA, Philco, Westinghouse, Zenith, Emerson, Farnsworth and half a dozen others have coin-operated units? The question is still a question and inquiries to these respective firms have elicited responses showing that plans are indefinite in-so-far as the post-war years are concerned. It is true that most of these organizations have made exhaustive surveys of the coin-operated field and their findings are still to be considered and there is a possibility that one or more will enter the field with a coin-controlled model.

For example, Admiral Radio in Chicago, has been plugging its record changing mechanism for many months in its radio programs. Packard Bell in Los Angeles, has been following the same practice in its radio presentations. Webster Manufacturing Co., another Chicago firm well known for its speakers, has started boosting its record changer. In Fort Wayne, Farnsworth is taking big advertising space to brag about its postwar changer and claims the firm has a background of 16 years in manufacturing tried-and-proven record changers. A mere cabinet redesigning, plus a coin mechanism, will prepare any of these devices for the 400,000 turntable networks in the United States—and which and who will enter the race to replace the old models is still in the laps of the Gods.

Record manufacturers have compiled some interesting statistics showing that a possible three million discs per year can be assimilated on the national turn-table network after the war. This means only seven and one-half records per year for

(See HOW MANY, Page 28)

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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State President and Business Manager

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BURR WINSLOW

11 Fruitful Years of Service to the Music Operators of Northern California

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Exclusive Distributors
for

J. P. Seeburg Corporation

in

SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

Seeburg Operators

We are equipped to give you a complete maintenance and repair service on every type of SEEBURG equipment using genuine Seeburg factory parts. Experienced and highly trained maintenance engineers will work on your machines. Let us keep your machines in top working condition at all times.

•

In conjunction with our multiple services to operators we offer a finance service to handle the sale and purchase of routes of phonographs and equipment of all descriptions for operators. Immediate cash ready for machines in any quantity - - - on or off location.

GET IN TOUCH WITH US TODAY!

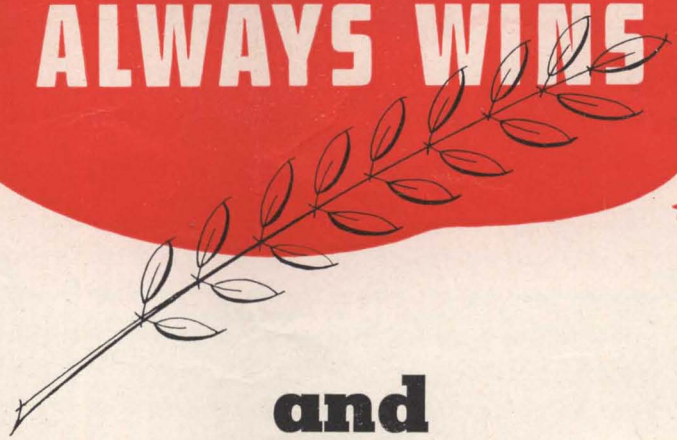
Your Stake
in America
WAR BONDS

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

Seeburg Phonographs

MERIT ALWAYS WINS



and

SINGING TOWERS

has the merit to WIN—AND HOLD locations and customer interest. The dazzling blend of colors changing automatically with each selection keeps the phonograph the constant center of attention in any location.

TODAY'S ONLY *BRAND NEW* PHONOGRAPH

The latest model SINGING TOWERS Phonograph, brand new and in original packing, is still available in limited quantities. This NEW Phonograph has all the latest features including a powerful amplifier equipped to handle three additional speakers. Ear level music reproduction, unexcelled in the phonograph industry.

When You Add Up the Features . . . the Answer Is "SINGING TOWERS"

MODEL 201 $598 F.O.B. FACTORY

COMPLETE LINE OF PHONOGRAPHS, ONE BALLS, CONSOLES SLOTS and ARCADE EQUIPMENT

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JOBBERS A

M. S. (

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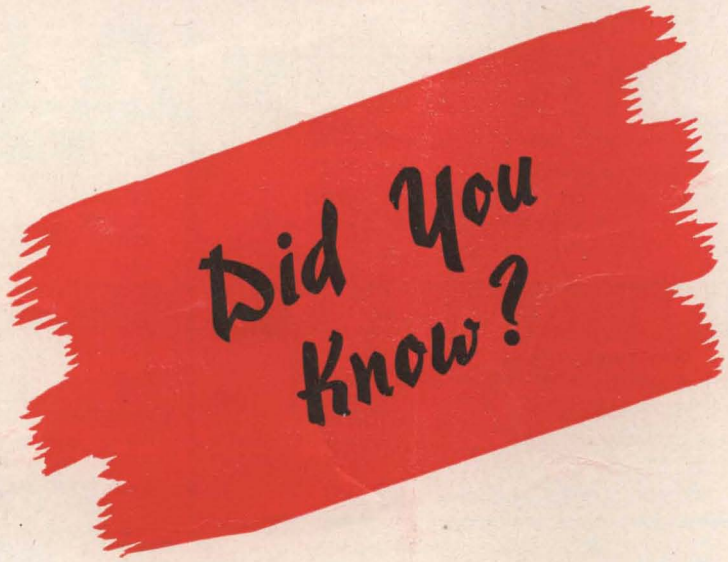
MAin 3068



The American Red Cross aided last year:

over 60,000 victims of disaster . . . American and United Nations prisoners of war . . . 10,800,000 food parcels were shipped, and additional parcels of clothing and medical supplies . . . servicemen and their families, including hospitalized veterans . . .

maintained last year:

more than 700 clubs and rest homes overseas and nearly 200 clubmobiles. Also theaters, bathing beaches, and canteens . . . blood donor centers in 31 cities . . . facilities in 3,748 of its 3,757 chapters to aid servicemen's families.

trained last year:

over 80,000 volunteers for hospital service as nurse's aides, dietitian's aides, or Gray Ladies . . . issued 600,000 certificates in first aid . . . 300,000 in home nursing . . . 400,000 in swimming and water safety . . . and, in addition, recruited 15,000 nurses for service in the Army and Navy . . .

KEEP THE RED CROSS AT HIS SIDE

CONTRIBUTE TO THE 1945 WAR FUND

EMENT COMPANY

ISTRIBUTORS

OLF, *Owner*

SAN FRANCISCO **1348 Venice Boulevard** **LOS ANGELES 6, CALIFORNIA**

PRospect 4131

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

DON W. CLARK, Owner
Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO	LOS ANGELES	SEATTLE
K. W. Popkey, Mgr.	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

SIMMONS SAYS

(Continued from Page 24)

order that you may get the needed replacement parts for your equipment, just remember the supplier cannot give you these parts or materials until he has your signed statement that these materials are essential in keeping your equipment in operation. Your supplier knows all the war time requirements and he will be glad to help you get the forms filled out properly.

● Among the first of the import lines to be seen in this country will very likely be Swedish glass. Possibly you may see a Swedish glass phonograph cabinet.

● Distributors: If a customer or prospect is sufficiently interested in your product, your service, or your advice to write you, the least you can do is answer at once. If a complete answer cannot be given right away, acknowledge the inquiry and state that a full reply will be given on a certain date. Many an inquiry to some distributors goes unanswered either because the distributor does not have the parts, can't answer the problem, or just sheer neglect.

Never under any circumstances send an angry letter. Remember that what is put on paper gains a dangerous permanency. The words you use in speech can be modified by your tone, by the way you say it. The harsh words in a letter have no such softening aid. They are exaggerated by distance.

Many business letters go on their weary way laden down with hackneyed expressions that have long since worn out by over use. A few are—and oblige, your communication of even date, enclosed herewith please find, contents noted, we beg to advise, your esteemed favor of, etc, etc. Write as you would talk for best results.

● To be successful in business, it is necessary to get along with people. Learn to exhibit more patience than anyone you know. Always put yourself in the other fellow's place. Be democratic, loyal, tolerant, and cultivate cheerfulness. As Charles R. Hook said, "The great need is understanding. It has always been so, but today the need is even greater."

● If a conference must be held, it should be kept in mind that it is most likely for the purpose of consideration and adopting policies which are seldom carried out. What most businesses in this industry need is more clearance and less conferences.

● Two operators were describing the size of the fish caught. The longer they talked the bigger the fish grew. Finally in desperation one said: "I caught a tuna that weighed 450 pounds." The other operator said, "I was out fishing yesterday and pulled up a large lamp with the inscription 'Christopher Columbus 1492' on it." Said the first, "So What! The museums are full of things like that." "Yea," said the other, "but the lamp was lit." "Wait a minute," said the first, "this is going too far." "Well, I'll tell you what," came the reply, "you cut 400 pounds off the tuna story and I'll put the lamp out."

HOW MANY

(Continued from Page 24)

each of the automatic phonographs in operation. It is logical to assume that a weekly change requiring at least 5 new records will be necessary, and on the basis of this consideration the automatic phonograph operators of the nation can conveniently use at least 104,000,000 records—certainly a market worth cultivating for any record company. Next time you're throttled with discourtesies at your record jobbers stuff that figure down their throats.

To summarize, the post-war period is shrouded in mystery at the present time. We're sure of new models from the Industry's old standbys who have made automatic music what it is today. What might be added—is certain to sweeten the pot and should not sour it.

* * *

Old Mother Hubbard
Went to the cupboard
Her son was just home from the fleet
But when she got there
The cupboard was bare
Lord, how those sailors can eat.

Coin Operated Machines of All Kinds for Locations on Commission Basis

Brill Amusement Company

Statewide Operators of the "Photomatic" Photo Machines
311 No. Reno St.
Los Angeles 26, Calif.
Phones DRexel 5831—HIllside 9211
At Your Service
TONY BRILL JACK MORGAN
HAROLD BERMAN

Columbia Perforated TITLE

PROGRAM STRIP SHEETS

20 to sheet—printed 2 sides—maroon strip dividing. Perforated with special perforation which holds tight while typing, tears with snap of finger.
$5.00 PER M
Quantity Prices on Request
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

MAIN GEARS

FOR

WURLITZER and SEEBURG PHONOGRAPHS

Micarter Gears—Less Hub—Guaranteed

$6.50

Quantity Prices to Distributors and Jobbers.
Write or Wire one-third Deposit with Order.

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd. Los Angeles 15, Calif.
DRexel 2341

ARA

THE HOME OF

GREAT STARS

SURE WINNERS

CLIMB ON THE

ARA

BANDWAGON

JOIN THE

ARA

PARADE of HITS

CLIP AND MAIL THIS CONVENIENT ORDER BLANK

ORDER TO:

AMERICAN RECORDING ARTISTS

686 North Robertson Blvd. Hollywood 46, California

BRadshaw 2-4388

Please Ship the Following Records:

Quantity	Title	No.	Artist	Type
.....	Rehearsin'	101	Joe Reichman	Ballad
	What The Sergeant Said			Novelty
.....	Nobody Home On The Range	102	Joe Reichman	Hill Billy
	Drip Drop			Jive
.....	Come With Me My Honey	103	Bob Crosby	Calipso
	Java Junction			Jive
.....	That's What I Like About the South	104	Phil Harris	Jive Rhythm
	Brazen Little Raisin			Novelty
.....	Dance With A Dolly	105	Town Criers	Novelty
	I Found A Million Dollar Baby			Fox Trot
.....	No More Toujour L'Amour	106	Hoagy Carmichael	Jive
	Vine Street Parade			Jive
.....	I'm Making Believe	107	Skinnay Ennis	Ballad
	The Gal Who's Got My Heart			Jive
.....	Snoqualimie Jo Jo	108	Town Criers	Novelty
	Palladium			Fox Trot
.....	Let Me Love You Tonight	109	Frances Langford	Ballad
	More and More			Ballad
.....	Sleigh Ride In July	110	Skinnay Ennis	Ballad
	Jumpin' Jiminy			Novelty
.....	Please Don't Play Number Six Tonight	111	Frances Langford	Novelty
	Pretty Soon			Ballad
.....	Together	112	Bob Johnston	Ballad
	Here's A Kiss For Texas			Novelty
.....	Atchison, Topeka & Santa Fe	114	Bob Crosby	Jive Ballad
	It's Anybody's Spring			Ballad
.....	Whispering	117	Bob Johnston	Ballad
	The Very Thought Of You			Ballad
.....	Boogie Woogie On Strings	118	"Porky" Freeman	Boogie
	Rum And Coca-Cola			Calipso
.....	My Christmas Song For You	3001	Hoagy Carmichael	Xmas Song
	The Whale Song			Novelty
.....	They're Gonna Kill Ya	4001	Stuart Hamblen	Hill Billy
	Whistling My Love Song To You			Hill Billy

Total Records.....@ 45c each..... $.....

Add Federal Excise Tax 10% .....

$.....

Add Sales Tax.....2½% .....

Total $.....

SHIP TO:

Name.....

Address.....City.....State.....

Ordered by.....

Records shipped express unless otherwise specified

☐ Amount enclosed

☐ C. O. D.

Retail Price 75c

Price F.O.B. Plant

AMERICAN RECORDING ARTISTS

686 North Robertson Boulevard Hollywood 46, California

Phone: BRadshaw 2-4388

COIN MACHINE REVIEW 29 FOR FEBRUARY 1945

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST. NASHVILLE 3, TENN.

Operators Ready for Returning Vets

By Ernie Brennan

When our valiant fighting men return from their war chores in various parts of the globe they'll find a welcome mat in front of the door of almost every operator, jobber and distributor in the Bay Area. At least, that is the consensus of opinion of the majority of coinmen I have talked with recently and most of them have ambitious plans which include absorbing as many honorably discharged servicemen as they possibly can.

But such an attitude is only typical of the fine caliber of men that comprise our Industry in the San Francisco-Oakland and Northern California area. It is hard to imagine a more patriotic group of individuals could exist than the men who constitute the Coin Machine Business in these parts. Throughout the long years of war their various acts of cooperation in the war effort have been particularly outstanding: the majority of them have made blood donations time and time again and many are members of the gallon club. They have cooperated magnificently in the various war loan drives and over-subscribed time and time again. Many have donated amusement and service devices to U.S.O. and Servicemen Recreation Centers, one has donated freely of cigarettes for the donors at the Blood Bank, and various other evidences of aid and assistance have been repeatedly shown. And all of this has been done without any hope for public acclaim or applause from Mr. John Q. Public. It came from the heart of the men in this business as their measure of help and assistance to the lads in the front lines who are giving their all.

As 1945, and another war year, gets underway, it is gratifying to see the will-to-carry-on evidenced by the operators in Northern California. They are taking care of the equipment they have on location better than ever before and we, here at General Music, have had the pleasure of helping the boys keep their equipment in tip-top working condition and in there batting for every dollar this war economy is expending upon a quick spending America.

But to get back to the ex-servicemen for a minute. A lot of the boys from our business are already in uniform and their routes are being operated by wives, relatives or brother-operators. When these lads return and take over the reins of their own businesses you can bet your bottom dollar the extra route men and repair men that get first call will be the boys with the service ribbons.

On top of that, I've talked with more than a score of prominent operators in the past few weeks and the plans they have devised for taking our boys back into their respective operations is enough to warm the hearts of any of us. One operator has a participating ownership plan he hopes to put in operation; another has an individualized route ownership program which will appeal to a lot of the boys, and others have equally interesting plans to offer any returning serviceman interested in finding a place for himself in the fastest growing amusement and service industry in the nation.

We, at General Music, have dedicated ourselves to doing everything possible—in every way possible, to aid the operators and in the months ahead we intend to amplify our program and help in every way possible to see that our returning servicemen, and the nation's finest operators, meet together on common ground for mutual benefits.

Wurlitzer Second Star

NORTH TONAWANDA—Carl Johnson, vice-president and manager of the Rudolph Wurlitzer Co.'s North Tonawanda Division, announces that the plant has been awarded a second white star for its Army-Navy "E" Flag.

The letter of notification came from Under-Secretary of War Robert F. Patterson praising the company's "continued excellence in production."

Formerly manufacturers of automatic phonographs, the firm is now engaged in war work, the nature of which cannot be divulged other than that it utilizes Wurlitzer's long experience in the production of intricate electrical and mechanical equipment.

Capitol L. A. Branch

LOS ANGELES—Paul Featherstone has been made manager of the Hollywood branch of Capitol Records Distributing Co., Inc., according to an announcement by Floyd E. Bittaker, national salesmanager, and the Hollywood distributing branch will henceforth function from a new address at 318 West 15th street in downtown Los Angeles.

Ideally located, the new branch is near both Victor and Columbia distributors and contains three times as much space as the old branch in Hollywood.

Featherstone, well known in the recording industry for five years, has sent out invitations to music operators to visit the new Capitol branch.

* * *

A cat is a quadruped, the legs, as usual, being at the four corners.

PRINTED PHONO TITLE STRIPS

Now available for Victor, Bluebird, Columbia, Okeh, Decca, Capitol and Hit record releases. 48 hour First Class Mail Service. Strips for all new releases ready for shipment when you buy your records. Send for list of Title Strips now in stock.

20 Strips (40 Titles) 5¢

DAL E. HAUN CO.
303 NIXON BLDG., PITTSBURGH 19, PA.

WURLITZER AND SEEBURG PHONOGRAPH

MAIN GEARS

Write for Special Price
Quantity Prices on Request

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

OPERATORS—DEALERS

WE NEED SCRAP

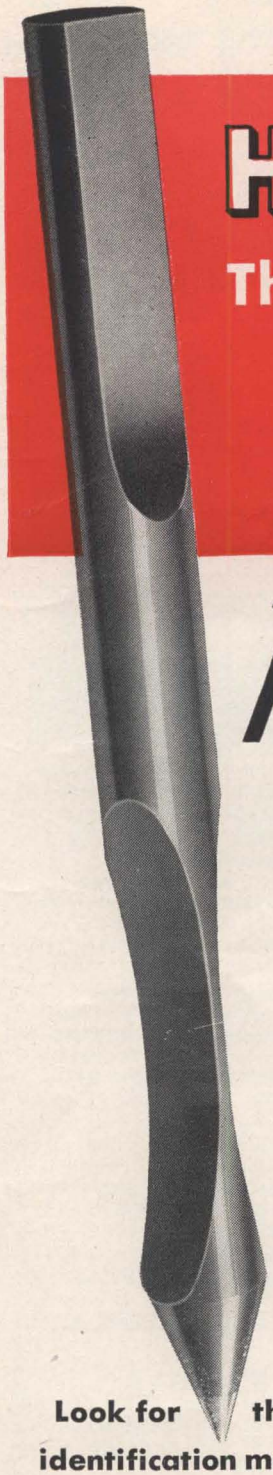
Solid (non-laminated). We pay 4c per pound and freight. Please ship C. O. D. to

ATLAS RECORD COMPANY
8848 Sunset Boulevard, Hollywood 46, California

— JUST RELEASED —

DON SWAN and his exciting new band "Gypsy Eyes" (Rhumba FT, Vocal) and "Indiana Hayride" (Swing Instrumental). List price, 65c plus taxes.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!



Here's the Needle -

That Is Solving the Man-Shortage Problem for Many Users!

It's the

Pfanstiehl Coin Machine Needle

with the tempered, flexible shaft for extra long record life!

COIN MACHINE REVIEW
31
FOR FEBRUARY 1945

Although we are manufacturing every needle possible under prevailing conditions, the demand far exceeds our output. Naturally, old customers have a priority on the supply available.

During 1945 we intend making every effort to increase production to take care of this ever growing demand for the needle that gives *thousands* of wonderful plays *without changing* or *turning.*

Look for this identification mark

Every one of your machines will earn more net profit when it is equipped with the Pfanstiehl Needle. It saves time, records and money; besides it gives a reproduction that puts more coins into your machines.

Metallurgical Division

PFANSTIEHL CHEMICAL CO.

104 LAKEVIEW AVENUE, WAUKEGAN, ILLINOIS

GUTSHALL GAZETTE

VOL. I FEBRUARY, 1945 NO. I

Exclusive Records Soar To Top

The "JACK" POT

HOT TIPS ON TODAY'S TOP TUNES

By Jack Gutshall

This month, put your money on Dan Grissom's "I WONDER", Cecil Gant's three Gilt Edge Recordings, and King Cole Trio's "I'M LOST" and you've got the winning lineup that will get you across the goal post for sensational profits.

We're pushing our own pressing plant to full capacity to keep EXCLUSIVE RECORDS flowing to the hundreds of operators in the nation who have found them to be top-flight earners and never a disappointment wherever used.

A newcomer this month is PREVIEW RECORDS on which we have taken the distribution on the basis of their first offering of the Four Tones doing "SOMEONE OVER HERE LOVES SOMEONE OVER THERE." Tune is a sentimental ballad delivered in a style eclipsing that of the Ink Spots. The boys sell the number and it is bound to be a winner on the automatic turntable network. We're shipping hundreds and hundreds and ample stocks are coming through as this goes to press.

Until next month . . . Yours for records that set new profit records.

"I'M LOST" Just Isn't!

The Excelsior recording of "I'M LOST" is far from that, for it has held the top shelf on thousands of phonographs for weeks and weeks. This King Cole disc keeps building and building and repeated radio plugs assure it a long, long life. 65c to the operators.

Joan Brooks Discs

We have two new Musicraft records featuring Joan Brooks that are going to the top. Musicraft is putting plenty promotion behind this artist. These discs are tremendous.

Amazing Earnings Registered Everywhere

A new star in the record firmament has rightfully taken its place on brilliant performance alone—and that star is EXCLUSIVE RECORDS, nationally distributed to Automatic Phonograph Operators by the Jack Gutshall Distributing Co.

Although a comparative newcomer in the recording field, the masterful showmanship, the unduplicated finesse of recording, the well balanced arrangements and the top artists featured on each disc have earned EXCLUSIVE an immediate acceptance in all parts of the nation.

Today the EXCLUSIVE label is on automatic turntables in every state in the union and reports coming into our offices attest to the money-earning power of all past releases; and repeat orders are truly amazing.

If you have not tried EXCLUSIVE on your route, get your sample order in today. EXCLUSIVE RECORDS retail for $1.00 and are priced at 65c to the operators.

"I Wonder" Orders Piling in Big

It looks like a snowstorm each morning at the Jack Gutshall Distributing Co. when the postman dumps his first delivery of orders from all over the nation for the sensational new hit "I WONDER".

We are now able to supply "I WONDER" as done by Cecil Gant on Gilt Edge label at 65c to operators. This was the recording which touched off the parade and started the tune on its upward climb. We also have Cecil Gant featured on "WAKE UP, CECIL, WAKE UP" and "PUT ANOTHER CHAIR AT THE TABLE." These are red hot and come at 65c a throw to the operator.

On EXCLUSIVE we can supply Dan Grissom, former vocalist with the Jimmie Lunceford band, doing "I WONDER" in his own inimitable style. This disc is bowling 'em over all across the country. Include it in your order at 65c per copy.

Gear At Cut Price

Increased production permits us to reduce the price of our original Phenolite Master Gears from $6.50 to $4.75. This gear is perfectly cut and will outwear any previous gear made. Made especially for your Wurlitzers and Seeburgs. Special discounts in lots of 25 or more.

New "Previews" Disc

We are now offering the trade the first recording of PREVIEW RECORDS featuring The Four Tones in an original Joe Greene number "SOMEONE OVER HERE LOVES SOMEONE OVER THERE." Number is an infectious ditty on the sentimental side and a wow for all types of locations. Local radio stations are giving the number a tremendous send-off. Tune is backed by "HEY, WHAT YOU SAY." Retails for a buck and costs the operators 65c. Include a quantity in your order. You won't go wrong.

Hard-to-Get Parts

Hard-to-get parts are our specialty. If you need parts, contact us and we will try to supply you. If we do not have it, we will endeavor to locate it for you.

Coils and solenoid pins for all makes of adapters on hand for immediate delivery.

COIN MACHINE REVIEW 33 FOR FEBRUARY 1945

Specials for This Month

ROCK-OLA CORNER SPEAKER

ROCK-OLA PLAYMASTER

— and —

11 BUCKLEY BOXES

On Location in Los Angeles

WE PAY

6¢ PER POUND

FOR SOLID SCRAP, DELIVERED

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

1870 West Washington Blvd. ROchester 2103 Los Angeles 7, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

REVIEW MUSICAL POPULARITY POLL

JANUARY, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Don't Fence Me In
   Crosby-Andrews Sisters—Decca
   Sammy Kaye—Victor
2. Rum and Coca-Cola
   Andrews Sisters—Decca
3. The Trolley Song
   Pied Pipers—Capitol
   King Sisters—Bluebird
4. Ac-cent-tchu-ate the Positive
   Johnny Mercer—Capitol
5. Dance With A Dolly
   Russ Morgan—Decca
   Louis Prima—Hit
6. Into Each Life Some Rain Must Fall
   Ink Spots-Fitzgerald—Decca
   Charlie Barnett—Decca
7. There Goes That Song Again
   Russ Morgan—Decca
   Sammy Kaye—Victor
8. I'm Making Believe
   Ink Spots-Fitzgerald—Decca
   Three Sons—Hit
9. Angelina
   Louis Prima—Hit
10. I Dream of You
    Tommy Dorsey—Victor
    Andy Russell—Capitol

On Radio—

1. Don't Fence Me In
2. Always
3. Confessin'
4. Dance With A Dolly
5. Ac-cent-tchu-ate the Positive
6. After Awhile
7. Don't You Know I Care?
8. I Don't Want to Love You
9. I Dream of You
10. I'm Making Believe

6¢ PER POUND FOR SCRAP **CHAS. E. WASHBURN CO.** **DON'T DELAY — SHIP IN YOUR SCRAP** **6¢ PER POUND FOR SCRAP**

IMPORTED MEXICAN MUSIC

Unequalled in Wearing Quality

Popular Selections Now in Stock

1999 EL HIJO DESOBEDIENTE—Corrido
DE CUANOO ENCUANOO—Cancion
Martin y Malena—con Mariachi

1984 POR UN AMOR—Cancion
EL TOPETON—Cancion
La Torcacita—con Mariachi

1991 TU QUE DIJISTI—Corrido
EL CABALLA ENSILLADO—Corrido
Martin y Eloisa—con Mariachi

1997 HUMANIDAD—Cancion Bolero
LA CITA—Corrido
Hermanas Hernandez—con La Orquesta de Juan S. Garrido

1831 OYE VALE—Cancion
DOS CORAZONES—Cancion
Martin y Eloisa—con Mariachi

2000 SOLDADO RASO
EL DURAZNO
Pedro Yufante—con Mariacha

1954 TRAIGO MI 45—Corrida
CORRIDO DE LAS BRAVUCONES
Fernando Rosas—con Mariacha

1938 NOCHES ETERNAS—Corrida
LOS LAURELES—Cancion
Martin y Eloisa—con Mariacha

1873 LA FERIA DE LAS FLORES—Cancion
ASI SE QUIERE EN JALISCO—Cancion
Manualita Arriola—con Mariacha

1770 AY JALISCO NO TE RAJES—Cancion
(Recently Released Under the American Title of "The Three Caballeros")
LOS TARZANES
Manuelita Arriola—con Mariacha

1903 EL BARRILITO—Polka
(A Very Fine Record of *"The Beer Barrel Polka"*)
CUATRO VIDAS—Polka Fox
Orquesta de Los Hnos Dominguez

1982 ANGUSTIA—Danzonette
LINDA MUJER—Son
(Recently Released Under the American Title *"You Never Say Yes"*)
Miguel Aceves Mejia con La Orquesta de Juan S. Garrido

AND MANY OTHER POPULAR RANCHERAS, BOLEROS, etc.

Peerless DISCOS

1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

RODEO RECORDS

WE BELIEVE THAT RODEO RECORDS WILL OUTWEAR ANY OTHER AMERICAN RECORD. UNSOLICITED TESTIMONIALS FROM OPERATORS PROVE THIS CLAIM. YOU CAN DEPEND ON THEM TO GET THE NICKELS.

RODEO'S SINGING STAR

OZIE WATERS

(A VOICE YOU'LL REMEMBER)

is now on a tour of U.S. Army Camps with Smiley Burnette. Upon his return Ozie will record some new numbers for you. In the meantime we are still filling orders on:

2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

2001 IT'S TOO LATE TO SAY YOU'RE SORRY NOW
By Walt Shrum and his Colorado Hillbillies

2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies

2003 DON'T SWEETHEART ME
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

2003 THERE'S A TEAR IN YOUR EYE
By Walt Shrum and his Colorado Hillbillies

2004 I LOST YOU
Sung by Ozie Waters. Acc. by the Colorado Hillbillies

2004 I'LL BE AROUND SOMEWHERE
By Walt Shrum and his Colorado Hillbillies
EXCELLENT NUMBERS BY OZIE WATERS
Rodeo's Singing Star

NEW RELEASES COMING FEB. 1st

2005 MY HEART'S IN THIS LETTER
THE ARKANSAW SWEETHEART
By Ray Wade and his Rhythm Riders

2006 YOU CAN'T GIVE ME BACK MY HEART
I DON'T CARE ANY MORE
By Ray Wade and his Rhythm Riders

YOU'LL LIKE THIS BAND!

COMING SOON: 4 NEW RELEASES BY DUSTY DRAPER AND HIS DREAMERS.

Rodeo RECORDS

(The Finest in Hillbilly and Western Music)
1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

6¢ PER POUND FOR SCRAP *As our production increases the need for scrap becomes more imperative. We will deduct freight charges and mail you a check for the balance. Don't delay.* **6¢ PER POUND FOR SCRAP**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Best Selling Sheet Music—

1. Don't Fence Me In (Harms, Inc.)
2. The Trolley Song (Feist)
3. There Goes That Song Again (Shapiro-Bernstein)
4. I Dream of You (Embassy)
5. I'm Making Believe (Bregman-Vocco-Conn)
6. Always (Berlin)
7. Dance With A Dolly (Shapiro-Bernstein)
8. I Don't Want to Love You (Chelsea)
9. I'll Walk Alone (Morris)
10. Together (Crawford)

Best Selling Records—

1. Don't Fence Me In (Crosby-Andrews) Decca 23364
2. Ac-cent-tchu-ate the Positive (Johnny Mercer) Capitol 180
3. I'm Making Believe (Ink Spots-Fitzgerald) Decca 23356
4. The Trolley Song (Vaughn Monroe) Victor 20-1605
5. Rum and Coca-Cola (Andrews Sisters) Decca 18636
6. Into Each Life Some Rain Must Fall (Ink Spots-Fitzgerald) Decca 23356
7. I Dream of You (Tommy Dorsey) Victor 20-1608
8. Her Tears Flowed Like Wine (Stan Kenton) Capitol 166
9. Dance With A Dolly (Russ Morgan) Decca 18625
10. You Always Hurt the One You Love (Mills Brothers) Decca 18599

On Wired Music—

1. Don't Fence Me In
2. Rum and Coca-Cola
3. Ac-cent-tchu-ate the Positive
4. Angelina
5. Nobody Home On the Range
6. Dance With A Dolly
7. There Goes That Song Again
8. More and More
9. Trolley Song
10. Into Each Life Some Rain Must Fall

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

(See POPULARITY POLL, Page 36)

RODEO'S SINGING STAR

OZIE WATERS

HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

CONSOLES

Late Head Four Bells	850.00
Old Head Four Bells	595.00
Mills Three Bells	995.00
Jumbo Parades P.O.	129.50
1941 Lucky Lucre 3-5c, 2-25c	425.00
Lucky Lucres	249.50
1941 Bangtails	425.00
25c Bally Roll 'Em	179.50
Evans Roletto Sr.	350.00
Triple Entry	149.50
Royal Flush	85.00
Royal Draw	125.00
Paces Reels	149.50
Saratogas	139.50
5c Saratoga conv.	175.00
5-25c Super Bell P.O.	525.00
Late Model Buckley Track Odds	675.00
Bakers Pacers	299.50

ONE BALL FREE PLAY

Longacres	550.00
Thorobreds	550.00
Derby 41	325.00
Derby Winners	150.00
Club Trophys	325.00
Track Record	150.00
Whirlaway New	450.00
Track Record conv.	175.00

SLOT MACHINES

Write for prices

5-10-25-50c Original Chromes
5-10-25-50c Original Blue Fronts
5-10-25c War Eagles
5-10-25c Roman Heads
5-10-25c Extraordinarys
5-10-25c Jennings Chiefs
5-10-25c Futurities
5-25c Cherry Bells
5c Brown Fronts
5c Glitter Gold Q.T.'s
Slot Stands $7.50 ea.
All slot machines overhauled and refinished

ARCADE

Rapid Fire	175.00
Keeney Submarine	195.00
Chicken Sams conv.	159.50
Anti Aircrafts	79.50
Radio Rifles	89.50
Mills Punching Bag	89.50

HAND OPERATED AND ELECTRIC COIN COUNTERS. COUNTS PENNIES, NICKELS, DIMES, QUARTERS AND HALVES, WRITE FOR PRICES

200 FREE PLAY FIVE BALL MARBLE GAMES RECONDITIONED AND OVERHAULED. LOW PRICES.

CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd. (EX 3404) Los Angeles 15, California

EAGLE PHONO REPLACEMENT PLASTICS

THICKEST STRONGEST TOUGHEST — PERFECT FIT A QUALITY PRODUCT WORTHY OF YOUR EXPENSIVE INSTRUMENT

WURLITZER

800 top corners ..... $16.50 Ea.
800 lower sides ..... 13.50 Ea.
800 top centers (right and left red) ..... 8.00 Ea.

850 Peacock Glasses $3.50 each
(no less than 3 glasses shipped)

750 top corners ..... 8.75 Ea.
750 lower sides ..... 8.75 Ea.
850 top corners ..... 9.50 Ea.
850 top center ..... 11.00 Ea.
950 side plastics ..... 10.50 Ea.
700 top corners ..... 7.50 Ea.
700 lower sides ..... 9.50 Ea.

ROCKOLA
Standard, Masters, DeLuxe or Supers
top corners ..... $12.75 Ea.
lower sides ..... 12.75 Ea.

SEEBURG HI-TONE
Model 9800, 8800 or 8200
lower sides ..... $14.50 Ea.

SHEET PLASTICS
50 gauge (thickness of a new penny)
20x50" (red) ..... $12.50 Ea.
Transparent ..... 9.50 Ea.

New! UNBREAKABLE! GUARANTEED! ★ CLEAR, TRANSPARENT PLASTIC WINDOWS FOR YOUR MODEL 850 PROGRAM HOLDER $5.00 PER SET

If you don't see what you want, ask for it! We may have it in stock! Order from your nearest distributor!

EAGLE COIN MACHINE CO.
528 S. Dearborn St. Wabash 1089 Chicago 5, Ill.

New CRC Plant

BRIDGEPORT, Conn. — Columbia Recording Corp. has purchased the Kings Mills plant of the Remington Arms Co. at Kings Mills, Ohio and when circumstances again make it possible, will equip it for the manufacture of Columbia and Okeh records for distribution throughout the middle west.

Plant has a floor space of 350,000 square feet and will be the largest plant in the world devoted exclusively to the manufacture of records, being even larger than the Columbia home plant here.

Robinson in New Home

LOS ANGELES—The Christmas holidays were far from vacation days for Charlie Robinson, for during the week the firm moved to its new and beautiful building at 2301 West Pico Boulevard.

Charlie purchased the building in late December and had it completely modernized. A complete new exterior utilizing modern trends, plus the use of glass brick, maroon glazed tile in an intricate design, and streamlining throughout transformed it into one of the most beautiful buildings on the street.

"Shucks, we even have hot water," said Charlie in showing THE REVIEW reporter through the new place. A hot water heater provides the where-withall for the outlets in the quarters occupied by C. A. Robinson & Co.

On the day when Charlie moved his machines from his old location to the new home it was necessary to line them up on the sidewalk for a few hours until the tile layers had completed the laying of the new asphalt tile floor. A woman passerby noticing that a circular counter was being installed inside (for the general office, incidentally), took cognizance of the machines and muttered: "My, this cocktail lounge is going to have a lot of them machines, ain't it?"

Next month's REVIEW will carry a double page spread showing the new building and featuring the various tenants, all caterers to the coin machine operators. Watch for it.

Puner Appoints Marx

NEW YORK—The election of Albert Marx as vice president and director of Musicraft Corp. has been announced by Paul Puner, president. Marx will head the Popular Record Department.

For the past several years, Marx has been an executive officer of United Factors organization. He was formerly connected with the American Record Company.

* * *

BONDS BOMB BUMS

POPULARITY POLL

(Continued from Page 35)

1. Into Each Life Some Rain Must Fall (Ink Spots-Fitzgerald) Decca
2. I'm Making Believe (Ink Spots) Decca
3. Gee Baby, Ain't I Good to You (King Cole Trio) Capitol
4. I'm Lost (King Cole Trio) Excelsior
5. You Always Hurt the One You Love (Mills Brothers) Decca
6. Somebody's Gotta Go (Cootie Williams) Hit
7. I Wonder (Pvt. Cecil Gant) Gilt Edge
8. Cherry Red Blues (Cootie Williams) Hit
9. I Don't Mind (Duke Ellington) Victor
10. Robin Hood (Louis Prima) Hit
11. I Wonder (Dan Grissom) Exclusive
12. I Realize Now (King Cole Trio) Capitol

Western Hit Parade—

Songs most requested by radio listeners to the 197th broadcast of the Western Hit Parade:

1. Smoke on the Water (Red Foley)
2. There's a New Moon Over My Shoulder (Tex Ritter)
3. When My Blue Moon Turns to Gold Again (Wylie Walker and Jean Sullivan)
4. Soldier's Last Letter (Ernest Tubbs)
5. I'm Wasting My Tears On You (Tex Ritter)
6. Born to Lose (Ted Daffin)
7. At the Rainbow's End (Sons of the Pioneers)
8. Don't Fence Me In (Gene Autry)
9. No Letter Today (Ted Daffin)
10. If It's Wrong to Love You (Charlie Mitchell)

Lucky Strike Hit Parade—

1. Don't Fence Me In
2. There Goes That Song Again
3. The Trolley Song
4. I Dream of You
5. I'm Making Believe
6. More and More
7. Dance With a Dolly
8. I'm Confessin'
9. Together

New "Joe Davis" Records

NEW YORK—Joe Davis Music Co. has added another label to its current Beacon releases in announcing "Joe Davis" discings. They will sell for 75c, same as Beacon, and initial record is out.

First disc features Armand Camp, singer recently discharged from the Coast Guard. Davis has placed Camp under a personal management contract and expects to give him a buildup on the Davis-owned recordings.

Extra Fine Switch SERVICE KIT
$7.50
F.O.B. CHICAGO
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4	$1.50	6C5	*$1.00	70L7	$1.95	26	$ .75
1A5	1.50	6C6	1.00	12A8	1.00	27	.70
1A7	1.60	6A6	1.50	12K7	1.00	30	1.00
1H4	1.00	6B5	1.75	12Q7	.90	33	1.00
1H5	1.30	6F6	* .90	12SK7	1.00	38	* .95
1LA4	2.35	6J5	.75	12SR7	1.30	41	.85
1LN5	2.35	6H6	*1.10	12Z3	1.00	43	1.10
1N5	1.60	6K7	1.10	14A7	1.60	45	.80
1P5	1.60	6L6	*1.50	14C7	1.40	46	1.10
1Q5	1.60	6Q7	1.10	25L6	1.30	47	1.10
2A4G	2.00	6SC7	1.10	25Z5	1.00	56	.80
2A3	1.60	6SK7	* .85	25Z6	1.00	57	.90
3Q5	1.60	6SL7	.75	35A5	1.30	76	* .85
5V4	*1.50	6V6	.60	35L6	1.00	77	.90
5U4G	*1.00	6X5	*1.00	35Z3	1.30	78	.90
5W4	1.00	2051	2.25	35Z5	.85	79	1.40
5Y3	.70	117L7	2.35	50L6	1.10	80	.70
5Z3	1.00	117Z6	1.60			83	*1.10

YOUR TUBE TROUBLES ARE OVER!
WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (*) above. Our prices are right and warrant your orders!

Deposit required with all orders!

ALBENA SALES CO. 587 10th Ave., N. Y. C. Longacre 5-8334

TODAY'S BIGGEST MONEY MAKERS ARE MODERNIZED WURLITZERS
Collections prove it! These Modernized Wurlitzers outearn all other phonographs. If you want to make real friends of your location owners and real money for yourself, have your Wurlitzer Models 24, 500, 600, 700 and 800 converted into Modernized Wurlitzers now. We'll do it and assure you that wherever installed they are sure fire insurance of a location owner who will stay with you after the war.

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO
1932-4 Broadway Denver 2, Colorado

Griebahn Joins Wolf

LOS ANGELES—Al Briebahn, formerly with Badger Sales Co., has joined the Los Angeles office of California Amusement Co. as salesmanager.

In announcing the appointment on January 2nd Bill Wolf said: "We are happy to have Al with us in this new sales connection. He knows the operators in this area, has won their respect and confidence, and at California Music will be able to give them the service, consideration and attention they are entitled to. If you haven't met Al previously we invite you to drop in. You'll find his time completely dedicated to serving you as advantageously as possible."

Reese Buys Hotel

LOS ANGELES—Spence Reese, former assistant sales manager for the Rudolph Wurlitzer Co., and a group of associates, have purchased the Carlsbad Hotel and Mineral Springs at Carlsbad for a reported $500,000 from Oliver Morris, owner.

Reese and associates took possession of the property on January 1st and Robert S. Fram, Kansas City, has been installed as manager.

Spot is midway between Los Angeles and San Diego.

Correction

In the January issue in the advertisement of the Cleveland Coin Machine Exchange, Bowling Leagues were listed at $125.00 each. This was a typographical error for the price should have been $215.00.

Hartman Firm Busy

NEW YORK—Ed Hartman, of Allied Electronics Co., is supplying operators with hard-to-get tubes and supplies and devoting extra time to designing and developing models of electronic instruments and testing equipment to be manufactured after the war.

Hartman and Teddy Whittenberg were in Los Angeles in 1942 and opened an office under the name of Modern Distributing Co. to handle the sale of "Singing Pictures" speakers. Whittenberg is no longer with Hartman and Joseph Henkel has taken over as Ed's right-hand assistant.

Immediate Delivery
ABT COIN CHUTES
Mills Vest Pocket F.P., etc.
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

"For Want of A Nail A Shoe Was Lost

. . . and for want of a shoe a horse was lost." Everyone is acquainted with this old familiar quotation. Modernized and brought up to date - - - "FOR WANT OF A PART THE INCOME FROM A MACHINE WAS LOST"—and it's not so amusing.

That's where Automatic Electronics fits in. Our completely equipped machine shop is able to manufacture any parts you may need to return your machines to operation. Only the finest precision work, skillfully executed and conscientiously done.

We specialize in complete overhaul, rebuilding and refinishing of Photomatics and Panorams. All makes of projectors repaired. We can rebuild and refinish your Rapid Fires and Seeburg Ray Guns.

FIBRE GEARS FOR MILLS PANORAMS. "D" CAMS, UPPER AND LOWER SPROCKET SHAFTS AND BUSHINGS FOR PANORAM PROJECTORS
FAST SERVICE ON ALL TYPES OF AMPLIFIERS

AUTOMATIC ELECTRONICS
2801-03 West Pico Blvd. Los Angeles 6, Calif.
PArkway 4111

What's Going on? in the UNITED STATES

LOUISVILLE, Ky.—Harry Green has opened one of the most modern jobbing and distributing showrooms in the South under the name of the Lion Distributing Co. at 742 South Fourth Street in the middle of the downtown district. Approximately 15,000 square feet comprise the space devoted to all types of coin-controlled equipment, salesboards, parts and supplies.

CHICAGO—Atlas Novelty Co. had two happy events during the past month. Adele Levy, switchboard operator, was wed to Cpl. Harold Wexler in a New Year's Eve ceremony here. Adele leaves her Atlas job to be near her husband. Mike Blumberg, of the accounting department, joined the ranks of proud fathers upon the birth of a son.

NEW YORK—More than 150 relatives and friends attended the swanky confirmation dinner and reception tendered by Mr. and Mrs. Nat Cohn December 16th in commemoration of the 13th birthday of their son, Theodore. Day started with Bar Mitzvah services at Temple Beth-El on Long Island and concluded with the dinner and reception at the Starlight Roof of the Waldorf-Astoria.

WASHINGTON, D.C.—Homer E. Capehart, president of the Packard Manufacturing Corp., Indianapolis, Ind., was sworn in as Senator from the state of Indiana at the opening of the Congress here on January 4th.

BUFFALO—Ben Kulick, well-known in the music branch of the business, has established the Fay-San Distributing Co. here. Name is derived from his two children, Fay and Sanford. Firm will do a general distributing business of radios, home freezers and electrical appliances after the war. Kulick's son, Sanford, is with the infantry in France and will join his father in the enterprise upon his return from foreign service.

NEW YORK—Willie Blatt, Supreme Enterprises, is in Miami for the winter to look after the route of 200 pieces of equipment he recently purchased on Miami locations from Barney Sugarman.

BALTIMORE—Arthur B. Price, prominent local coinman, has been elected from the third district to a seat on the Baltimore City Council. Price operates one of the largest arcades in the city, is owner of a leading local amusement park which also possesses an Arcade, and has a string of vendors in addition.

CLEVELAND—George Defrieze, 53, secretary of the Cleveland Phonograph Merchants' Association and owner of the Accessory Supply Co., automatic phono supply house, passed away here on December 19th as the result of a heart attack. Defrieze is survived by his widow, a son and two daughters.

BILLINGS, Mont.—When four sleepy complainants appeared in court and said that the music box in Tony Amaro's cafe kept them from sleeping, Police Judge George Hutton turned to Tony and said: "Mr. Amaro, keep that phono. turned down. These poor people can't sleep on a boogie diet." Tony complied.

SLOT & VEST POCKET
REPAIRING and REFINISHING
All work guaranteed
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

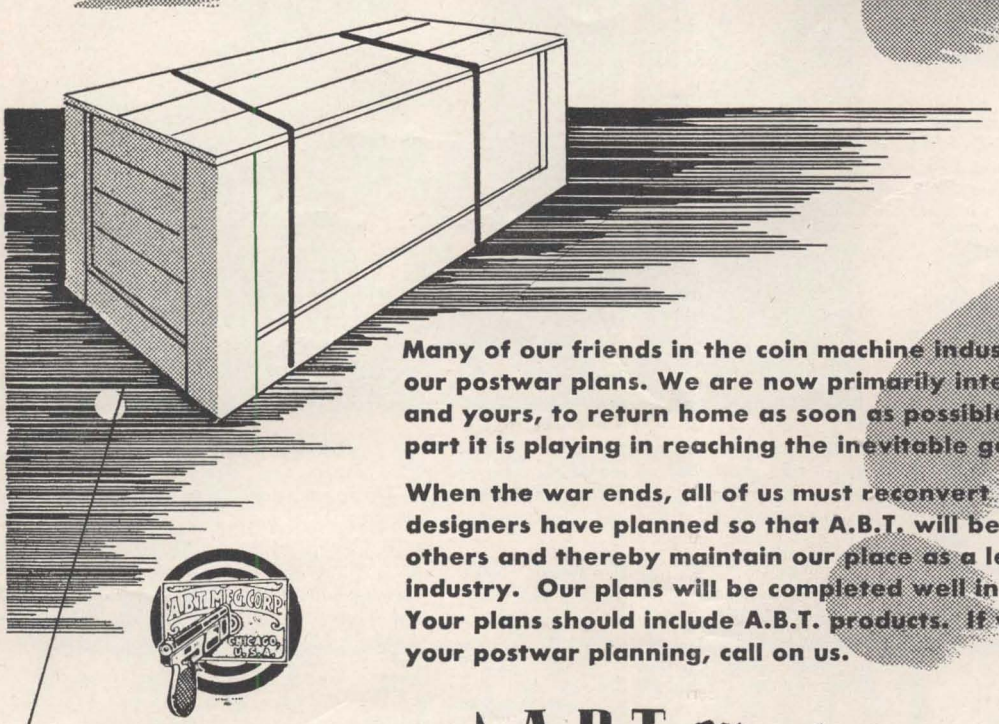
Soundies
MUSICAL MOVIES

Here is customer appeal that assures the best in coin-operated amusement. Famous singers and dancers, top-flight bands, outstanding hit tunes—all creating a tremendous "pulling power."

Prepare *now* for Post-War's greater profits with these 3-minute, professionally-made 16 mm films. Get the music sensation of tomorrow—today! *Many territories still open.*

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.
209 W. Jackson Blvd. Chicago 6, Illinois

What Are A.B.T.'s Plans for "V" DAY?



Many of our friends in the coin machine industry have inquired about our postwar plans. We are now primarily interested in helping our sons and yours, to return home as soon as possible. A.B.T. is proud of the part it is playing in reaching the inevitable goal of peace.

When the war ends, all of us must reconvert our production. Our designers have planned so that A.B.T. will be one step ahead of the others and thereby maintain our place as a leader in the coin machine industry. Our plans will be completed well in advance of the armistice. Your plans should include A.B.T. products. If we can assist you in your postwar planning, call on us.

Buy More War Bonds

A.B.T. *Manufacturing Corporation*

715-723 North Kedzie Avenue, Chicago 12, Illinois

WINNIPEG—Wired Music came late to Canada and before operators were conscious of the profit possibilities in this field the amount of usable equipment was snapped up in the states. Consequently most operations now in existence are of the home made variety but despite that fact are proving very profitable. In Winnipeg the Winnipeg Coin Machine Exchange is operating 20 Hostess Wired Music units with tremendous success.

MILWAUKEE—Sam London and his employees of the Milwaukee Coin Machine Co., reported in a group to the Blood Donor station on December 19th and donated a pint of their blood as a gift for our fighting men. London's firm is Seeburg distributor for Wisconsin and Upper Michigan.

READING, Pa.—Lew London commemorated the Christmas Season by passing out autographed pictures of himself astride his champion gaited gelding "London's Folly."

DES MOINES, Ia.—Peanut Products Co. has purchased the Indiana Nut Co., Indianapolis. David Miller, president, says the new plant will increase the firm's sales volume approximately 30 per cent. Company wholesales nuts to coin machine operators and other retailers.

MONTGOMERY, Ala.—A ban on automatic phonographs in residential districts became effective here on January 1st through action of the city council, which drafted the ban after receiving many complaints from residents on loud playing of phonographs at late hours in residential areas. Special permits will be required for musical devices in residential communities in the future.

DETROIT—Thomas Lumsden has disposed of his share of the partnership of the Trianon Music Co. to Dr. Louis Spalter, former partner. Lumsden is opening his own headquarters at 3149 East Perry Avenue and will establish a route of music machines shortly.

PHILADELPHIA—Variety Corner, Inc.,

TURN PAGE

SLOT MCH. SPRING KIT
$9.75

Hi-Grade Spring Ass't
$2.50

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

BLOCK'S FAMOUS
TUBULAR COIN WRAPPERS

FOR IMMEDIATE DELIVERY ORDERS FILLED IN ROTATION ONLY

RUSH SPECIFICATIONS!

PACKING

50c PENNIES	19 M to Case
$2.00 NICKELS	17 M to Case
$5.00 DIMES	20 M to Case
$10.00 QUARTERS	15 M to Case

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

Carload buyers may have shipments from either our Philadelphia or Chicago warehouse.

PRICES

CASE LOTS SHIPPED, ONE DENOMINATION TO CASE

1 Case	60c Per M
3 Cases	55c Per M
6 Cases	48c Per M
15 Cases	43c Per M
25 Cases	41c Per M
50 Cases	40c Per M
100 Cases	39c Per M
250 Cases	38c Per M
600 Cases (carload lot)	35c Per M

Less than case lots, assorted denominations, 65c per M.

BLOCK MARBLE CO.

1527 FAIRMOUNT AVENUE PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

and Automatic Sales and Service, Inc., are the names of two new amusement machine companies incorporated here during December. Variety Corner, Inc., intends to engage in the purchase, lease, operating and managing of recreation centers, arcades; and to buy, sell, distribute and trade generally in music records, recordings, automatic coin and manually operated amusement sound, movie, photographic and vending machines. Second firm intends to engage in the manufacture, buying, selling and leasing of equipment of all kinds used in the sale and dispensing of books, magazines, periodicals, newspapers and publications of all kinds, candies and confections, cakes, chewing gum, fruits, novelties, toys, soft drinks, cigarettes, cigars, tobaccos and products of similar nature.

A thousand words could not more fully express O. D. Jennings' elation and pride than does this picture of his acceptance of the Army-Navy "E" from Lt. Col. John M. Niehaus of Army Signal Corps Depot, at left, and Commander R. J. Twyman, director of civilian personnel, U. S. Navy.

WINONA Minn.—Mark Olson, well-known operator in this part of the state, passed away the week before Christmas.

WASHINGTON, D. C.—Ira T. Byram, Jr., has been promoted from captain to major in the army and is now stationed in the office of the chief officer in Philadelphia. Byram is the owner and originator of the Silent Sales System which started doing business in Washington in 1936. Ira joined the services as a lieutenant in 1943 and his vast experience in methods of distribution hastened his various promotions. During his stint in the army Silent Sales System is being managed by John T. Maclean, former Byram assistant.

ST. PAUL, Minn.—John Wrinkler, former associate of E. D. Lloyd in the operation of a string of equipment in the Twin Cities, has removed to Las Vegas, Nevada, where he is connected with the operation of the Playland Arcade.

NEW YORK—Artie Shaw has signed a contract with Victor Records calling for him to do 50 sides a year—the same number he waxed before the recording ban.

DETROIT—Wolverine Entertainers, presided over by Glenn Yuille, has moved its headquarters from Dearborn to a new spot in the Boulevard building.

ST. PAUL, Minn.—Irene Karter, former secretary to her operator-brother, Sam, of the Star Novelty Sales Co., has chucked her job for a new position as wife of Oscar Schaeffer, navy chief petty officer. The couple are presiding in San Francisco at present.

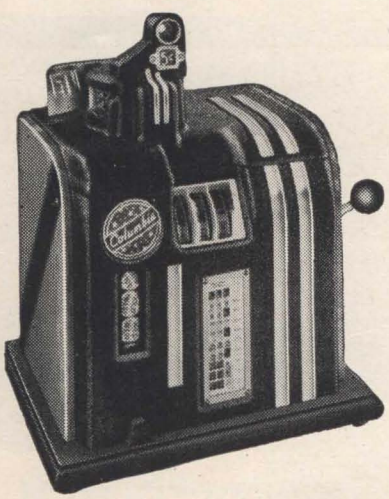
BALTIMORE, Md.—Berman, Inc., is now in full operation piping musical programs into industrial plants in this area via leased telephone lines. It is estimated that more than 2,000 plants in the country are now supplied with industrial music for their employees. Berman programs originate in the studios of Henry O. Berman Music, Inc., from high fidelity transcriptions.

SALESBOARDS
HIGHEST QUALITY—LOWEST PRICES

Holes		NAME		Profit	Price
1000	25c	J. P. Charley	Avr.	$52.04	$1.24
1000	25c	J. P. Charley thick	Avr.	52.04	1.35
1200	25c	J. P. Texas Charley Thick-Pro.	Avr.	106.00	2.59
1200	50c	J. P. Four Bits Thick-Pro	Avr.	186.00	4.86
2050	10c	Jackpot Barrel— Semi-Pro	Avr.	73.20	4.95
1200	5c	J. P. Flowing Gold— Semi-Pro	Avr.	34.13	2.98
1050	5c	J. P. Sugar & Spice Thick-Pro	Avr.	27.03	3.17
1000	5c	J. P. King of Bells Th-Pro-Jumbo	Avr.	27.60	3.04
1500	5c	America First Pro	Def.	45.00	2.33
1000	25c	J. P. Hialeah X Thick-Prot	Avr.	77.00	2.47
1080	5c	J. P. Fair & Square Thick Prot	Avr.	28.10	3.10
1000	5c	J. P. Good Pickins Prot	Avr.	25.95	2.48
800	5c	J. P. Hotel Bedlam Th-Prot-Jumbo	Avr.	21.75	2.65
1200	5c	J. P. Trading Post Thick Prot	Avr.	35.52	3.24

IMMEDIATE DELIVERIES
Legalshare Sales, Box 86-A
HUNTINGTON BEACH, CALIF.

GET 'EM WHILE THEY LAST!
BRAND NEW 5c-10c-25c
COLUMBIA BELLS



GOLD AWARD
With
WIDE BELL-FRUIT REELS!

Gold Award on Jackpot Combination. Slug Proof. Complete with Parts for Conversion to other Coin Plays: 1c-5c-10c-25c.

$127.50 EA.
LOTS OF 5, $122.50 Ea.

WIRE—PHONE YOUR ORDER NOW!

1/3 Dep., Bal. C. O. D.

ATLAS NOVELTY COMPANY
Phone Armitage 5005
2202 N. Western Ave. Chicago 47, Illinois

If You Want to Buy
5-Ball Pin Games
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Modern Houdinis Of The Industry

When the war is over and new equipment, parts and supplies are available in needed quantities, the Industry should rightfully issue citation placques to those specialty organizations which came into the breach during the shortages and helped operators keep their equipment operating.

The time when new equipment will be available is a long way off and all thoughts of reconversion have been shelved as the government pursues a program of getting on with war and forgetting about what we're going to do after the war. Therefore the operator must make his present equipment reach over an unknown period.

Years ago Houdini maintained a magic workshop in the East where his illusions and master magical devices were perfected to amaze and amuse millions of people. In later years the Thayer House of Magic in Los Angeles was the headquarters for all types of mystifying gadgets ranging in price from five cents on up to five thousand dollars. Magicians made the spot port of call for new tricks and illusions to add to their routines and Thayer became known the world over.

Here in our own Industry, and in Los Angeles, is such an organization, and each day finds it waving the magic wand over tired and sick coin-operated equipment—only to have the machine usher forth and ready to go out and gather in the coin the same as the day it left its original factory.

We were amazed by this little group of artisans and upon investigation found the organization consisted of four individuals: Bernie Roberts, M. L. Hazelrigg, Fred Kern and Bill Garner. The men are co-partners in Automatic Electronics and along with war contracts they have been active on since Pearl Harbor, have founded a department to rehabilitate coin equipment and give it that new chance in life.

The boys at Automatic Electronics don't classify themselves as purely mechanics. They've all had a fling at operating and repairing equipment, but in their current enterprise they are devoting themselves to something more than repair and maintenance. They, through their thoroughly equipped machine shop, are able to manufacture on the spot any part necessary to put a machine back in operation as good as new.

We looked at a line-up of marble tables, Photomatics, Panorams and other machines on which the firm had manufactured special parts which had worn out. Calibered and machined down to a thousandth of an inch, the parts even surpassed original factory parts installed in the devices. Precision work is their long suite and time is not a factor when an important piece of equipment is involved.

Pride in work is reflected as they eagerly show the various parts they have manufactured to place thousands of dollars worth of equipment back in permanent operation.

A stroll through the shop will warm the cockles of the heart of any machine-shop-minded individual. About everything necessary to turn out a small or large part is on hand. All machines are neatly arranged and fluorescent lighting is mounted above each unit. The floors are spic and span and a general feeling of "pride in everything we do" is in evidence every-

If You Need

SLOTS

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Cleveland Coin Offers

CONSOLES:

2 Black Paces Races	$125.00
2 5c Brown Paces Races, Check Separator	225.00
1 5c Bakers Paces D.D., J.P., & Check Separator	325.00
2 Sun Rays, Free Play	150.00
2 Watling Big Games, Clock Models, Free Play	110.00
2 Paces Saratoga, F.P., P.O. Combination, Brass Rails	150.00
1 Paces Saratoga, Cash Pay	125.00
2 Kentucky Clubs	110.00
1 Mills Rio	65.00
1 Keeney 7 coin head Kee Ball—fruit symbols—similar to '38 Track Time	125.00
1 Early Head Galloping Dominoe	175.00

MUSIC:

1 Wurlitzer Rotary 24—Victory Model R.C	$475.00
1 Rockola Imperial 20	185.00
1 Wurlitzer 24—Seeburg R.C. Hideaway in orig. cabinet	195.00
1 Gable 20 record lite-up	265.00
15 Rockola 5c Wall Boxes	17.50
6 Rockola 5c Bar Boxes	17.50
3 Brand new Rockola 5c late Bar Boxes	35.00

20 Mills 12 Record Selective Music Boxes

These are exceptionally clean—ideal for export or your weaker locations—some have lite-up sides and grills—consisting of DO RE MI'S, SWING KINGS, DANCE MASTERS, ZEPHYRS!
$95.00 for straight models—$110.00 for lite-ups.

PANORAMS

10 Mills Panorams $360.00

BOWLING LEAGUES

10 Slightly used BOWLING LEAGUES—9 ft. Skee Ball $215.00

MISCELLANEOUS SPECIALS:

2 Wells-Gardner 5c Selective Bottle Drink Vendors, both	$650.00
175 Advance Duette Peanut and Candy 1c Vendors (extra parts) (Complete but as is on above)	395.00

SLOTS:

2 25c Mills Blue Fronts	Write
2 5c Watling 3/5 Rollatops	$ 95.00
1 10c Watling 3/5 Rollatop Club Console	165.00
1 25c Caille 2/4	75.00
1 25c Caille 3/5	110.00
1 Columbia G.A. Cigarette Symbols	65.00
1 5c Jennings 5c Blue Skin	150.00
1 Jennings 1 Star Chief	125.00
1 Jennings 5c Triplex	150.00
1 Bally Twin Nickel	175.00

ARCADE EQUIPMENT:

New Supreme Rocket Buster	$395.00
New Pitchem and Catchem	235.00
New Wee Gee Mystic	210.00
2 Jennings Barrel Rolls	125.00
1 Shoot the Chutes	125.00
2 Keeney Submarine Guns	165.00
2 Anti-Aircraft Guns	75.00
2 World Series	95.00
1 Kirk Blow Ball	110.00
1 Gottlieb Skeeballette	85.00
5 Gottlieb 3-way Grippers	20.00
1 Western Baseball	95.00
1 Keep 'Em Punching	110.00
2 Mutoscope Magic Fingers	125.00
1 Hoot Mon Golf Machine	75.00
2 Large Watling Fortune Telling Scales	75.00
1 X-Ray Poker—latest model	135.00
1 Goofy Golf	110.00
1 Bowl-a-Bomb—9 ft. Skee Ball	215.00
5 Buckley Deluxe Diggers, factory rebuilt	100.00
1 Genuine Upright TALKING SCALE—calls out your weight automatically	165.00

METAL TYPERS

Groetchen Metal Typers Complete with 5,000 New Aluminum Metals $250.00

GOLD CHROMES

NICKEL—DIME or QUARTER ONE CHERRY GOLD CHROMES—REBUILTS—WITH A BRAND NEW FACTORY GUARANTEE—cannot be told from originals in appearance or operation!
Write for special prices!

PIN GAMES:

3 Victories	$95.00	2 Stratoliners	$49.50
1 Sparky	39.50	3 Genco Big Chiefs	49.50
2 Landslides	49.50	1 Sky Blazer	79.50
2 Jungles	75.00	2 Gold Stars	45.00
2 Legionnaires	65.00	1 Wild Fire	49.50
1 '41 Majors	65.00	1 Wings	45.00
1 Champs	55.00	1 ABC Bowler	55.00
2 Lite-a-Cards	65.00	1 Repeater	45.00
1 Speed Demon	45.00	1 Twin Six	50.00

SLOT SAFES:

12 Mills Single Door Double Slot Safes	$40.00
6 Mills Single Door Single Slot Safes	25.00

These Safes Lack Keys But Have Locks and Are Real Values!

TERMS: ½ Deposit with ALL ORDERS—Balance C.O.D.

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Custom **COIN-BELL** *Conversions*

where.

Yes, some day these firms which have offered a specialty parts manufacturing service for operators will get their just reward, but until that day they seem eminently happy to serve operators and supply newly manufactured parts to replace machines in operation.

Another "E" Award

NEW YORK—Another "E" Award and this time it's a "shE" Award. So said the clever card mailed out by Mr. and Mrs. Perry Wachtel (he, of the DePerri Advertising Agency, which handles the majority of coin machine accounts on the East Coast) to announce the advent of Lynne Ivy, weighing in at 6 pounds and 6 ounces on January 3rd at the Jewish Memorial Hospital.

Congratulations to Papa and Mama Wachtel; you properly deserve the "E" for excellence in production.

Mississippi

NATCHEZ—Business was never better during the Holidays and the trend of excellent business among operators of the Magnolia state seems to be continuing.

The New Year brought several new businesses to Mississippi. Foremost was the E. C. Keathley Co., operators of electric phonographs and other coin operated devices. They bought all of the Natchez and Mississippi machines and some of the Louisiana machines which have been operated by J. A. Hochew for the F. A. B. Co. with the aid of Ham. B. Nelson, former owner, now operating slots in Louisiana.

The Service Novelty Co. sold out to Silas Redd Co., who in turn sold to Bill Eidt's Enterprises and now there are only two major operators in this city. Eidt and Keathley, and they are really BIG OPERATORS, as each weighs well over the 240 pound mark.

Edward Newell, former service manager of the Service Novelty Co., is now connected with the Southern Amusement Co., distributors of coin operated equipment.

A new service shop has been opened for business by George Wilson, who states that he has more business than he can handle at the present time.

A party of Natchez football fans and operators headed by P. K. Ewing Jr. motored to New Orleans on New Year's Day for the 11th annual Sugar Bowl game between Duke's Blue Devils and the Crimson

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QUALITY PICTURES
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for Panorams
It's a Whiz!
Send for Literature
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The most SENSATIONAL revamp of 1945. This game offers the utmost in player appeal—it has everything—latest style bumpers—rollovers—special pin and BEST of ALL—a Knock-out-pocket. These are just a few of the outstanding features which will add up to the GREATEST MONEY MAKER ever built.

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Empire Coin Machine Exchange
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Phone HUmboldt 6288

Come in and Order Your **MARVEL'S BASEBALL TODAY!**
FROM
PAUL A. LAYMON 1503 West Pico Boulevard Los Angeles 15, Calif.

Tide of Alabama. As you all know, Duke won, but it was a close one. Ye scribe had to listen in via radio and from where we sat it was quite a thriller.

Dennis Mulvihill, Jr., manager of the Service Novelty Co. for a number of years and lately connected with the Redd Distributing Co. of Philadelphia, Miss., is now an independent operator and has established a number of new locations in this area. He is assisted by John Williams, also formerly connected with the Service Novelty Co.

Sgt. Clay Brooks, of Camp Shelby, Miss., who was with the Fifth Army in Italy, Sicily and at Casarene Pass, where he was wounded, and who wears the Silver Star for gallantry in action as well as numerous campaign ribbons, was the guest of your correspondent on Christmas Day. He is now stationed at the discharge section of Camp Shelby following his return from over seas.

Cpl. Basil Zuccaro, son of Mr. and Mrs. John Zuccaro, is home on a furlough from his present location at Camp Shelby. Before entering the service he was associated as a repair man with his father, a well known local operator, who has another son, Joe, in the Seabees.

Congressman Dan R. McGehee visited with local and state operators during the Christmas holidays, and told of having received an audiophone from one of his constituents as a Christmas present. He said he was not going to put the box on location, as he planned to use it at home.

News has been received here that Wilkes B. Harmon, now in the 10th Air Force in the China-Burma-India theater of war, has been evacuated from the front to the rear echelon hospital for treatment. He added that he expects to be operated on in a few days and hopes to soon return to the battle front.

Brig. General Clinton D. "Casey" Vincent, 29, who enjoys the distinction of being one of the youngest generals in the army, was a visitor here recently while in the states from his location with Gen. Chennault and the Flying Tigers in China.

One of the newest locations of the Keathley Co. is Kempe's Bend, owned and operated by Emmett Burns, who has three sons in the service, Conner, in the army, Charles, in the navy, and Robert in the marines.

That's all for this time, except here's a belated wish to all for a Happy and a Victorious New Year, and a hope that peace will come soon.

Harold M. Case

Garton Sends Thanks

LOS ANGELES—"Through the columns of The Review I would like to thank the operators of Southern California for their co-operation and consideration during my association with the local office of California Amusement Co.," said Chester Garton in speaking of his appointment as San Francisco manager for the firm.

"In our new branch in San Francisco I am looking forward to making the acquaintance of the operators in the northern part of the state. When we open this branch it will be for the sole purpose of giving the operators a specialized type of jobbing and distributing service and we hope to be able to as capably serve the northern California men as we have the operators in the south in the past."

Plans are now progressing towards an open house celebration at the new San Francisco office.

WHAT DO YOU NEED IN TUBES, RESISTORS and CONDENSERS!

2A3	$1.95	6SC7	$1.30
2A4G	2.35	6SJ7	1.10
5U4G	1.00	38	1.10
5Z3	1.10	45	.80
6J5	.90	80	.70
6L6G	1.95	CE-23	1.95
6X5	1.10	2051	2.30

RESISTORS

3000 OHM 25 WATT RESISTORS FOR SEEBURG RAY GUNS.....95c

CONDENSERS

.02 MFD.	600 VOLT	$ .20
1 MFD.	600 VOLT	.30
8 MFD.	450 VOLT	.75
16 MFD.	450 VOLT	1.10

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'37 SKEE BALL GLASS..... 5.00

VICTORY ROLLS $313.72
(Includes freight to L.A.)

GUN STOCKS for Seeburg Multi Ray-O-Lites 10.00

Small Route of

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HAVE YOU A ROUTE FOR SALE?

We are interested in purchasing routes of any description anywhere in Southern California or Central California. Immediate cash ready for routes of any size.

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

No—we don't have an

UNLIMITED SUPPLY OF NEW VENDORS

but we do hope it will not be too long before we can so proclaim to our hundreds of customers throughout the West. Until that happy day we want to assist in every way in keeping your present equipment operating in tiptop shape. Write us on any of your parts problems.

Also—Attention:—OPERATORS, JOBBERS, DISTRIBUTORS:

37 Groetchen Counter Games, 21's, Zig-Zags, Black Jacks, Solitaires, some with meters. Brand new. Original cartons. Make us an offer to close out.

Viking Specialty Company

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Los Angeles

Christmas and New Year's have passed by and the Industry in this area has settled down to make 1945 count for as much as did 1944. A banner year is ahead and sales of equipment during the first two weeks of January equalled the whole month of December in most cases—and December was the best end-of-the-year month for jobbers and distributors in the history of the business.

Charlie Robinson has completed the modernizing of his building at the corner of Magnolia and Pico. Building is one of the most attractive on the street and will soon be completely tenanted by factors serving the operators. Charlie moved over the holidays.

Curley Robinson, AOLAC managing director, is out of the city on a trip and is expected back in two weeks.

I. Bernstein has forsaken the cold country and has kissed Minneapolis goodbye and expects to remain in Southern California. Back East Bernstein operated as Gopher Sales. He has purchased a $16,000 home on Airdrome Street and moved his furniture West.

Frank Root, he of many businesses, has added a new one. This time it's a Liquor Store on West 8th Street and Frank intends to cater to the operators.

Art Schwartz, of Pacific Music Sales, is off to New York for a 3-week trip in the interest of Maestro Records.

Coinmatic Distributors rolled up a banner December and Preston Jarrell says: "The trade is finding out that we have the hard-to-get items." Out-of-towners included J. P. Cusick, Santa Paula; A. L. Miller, Blythe; Roy Garrison, Phoenix; Karl Schott, Yuma; Ollie Trevillian, Santa Barbara; Tex Leerskov, Ontario; J. Cacioppo, Tucson, and R. L. Ratto, Pomona.

Lucille Laymon has added an 8-hour shift every other week at the Red Cross Canteen at Mines Field to her various Red Cross activities. Canteen is operated around the clock for the Air Transport Command and Lucille finds the work most interesting. Men being moved to and from the various theaters of war, and men home on furlough or in for the last furlough before going overseas constitute the men frequenting the Canteen.

Frank Anderson has returned to his operations in Honolulu after spending the summer at his beautiful home in Beverly Hills.

American Recording Artists staged their first Christmas Party at the ARA offices and plant at 686 North Robertson in Hollywood on the Saturday before Christmas. A number of operators and jobbers put in an appearance and enjoyed the ARA hospitality.

Red Oakley's father, familiarly known as "Pops", passed away in early January as the result of injuries received when he was recently robbed and mauled by thugs.

Recent operators in at Washburn's to pick up equipment included Carl Collard, San Bernardino; Bill McGowan, Visalia; Fred Trevillian, Santa Barbara; W. C. Thornburg, Wasco; Dick Sharp, Santa Ana, and Harvey and Kelly, Pismo.

A. M. Keene, Taft, is back from his Christmas visit to Mexico City. Keene became ill way down South and had to cut short his sojourn in the land of manana.

Al Anderson, Shafter, will be indebted for a long time to Bill Happel at Badger Sales. Arriving in town without hotel reservations, Bill pulled the strings and supplied him with neat quarters at the Mayfair. Certainly shows a jobber really has a place in this business.

Mrs. J. R. Donaldson is back from Texas, where she spent Christmas with her son, Private Robert Donaldson.

Dolores and Jean Minthorne had a party of 14 at the Rose Bowl Game on New Year's. Among those in the party were Mabel and Ollie Trevillian, Santa Barbara, and Quay Sargent, Minthorne salesmanager.

Mr. and Mrs. Walter Ross, Long Beach, were in town over the holidays. Walter used to operate but for the past year has been raising melons in the Imperial Val-

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WE HAVE A NICE SELECTION OF FIVE-BALLS. OR IF YOU NEED CONSOLES, SLOTS, REMOTES OR PHONOGRAPHS *WE CAN HELP*

WE HAVE A FEW BUCKLEY ILLUMINATED AND PLAIN MUSIC BOXES

COMPLETE REPAIR SERVICE

We have a competent staff to repair your games and phonographs. Parts available where replacements are necessary. You'll like our conscientious service.

WANT TO BUY

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ley. He expressed a desire to get back in the game business.

Bill Wolf is off on a business trip to Chicago, and Chester Garton, recently appointed San Francisco manager of California Amusement, and Al Griebahn, new salesmanager for the local office, are taking care of customers in his absence. Bill has promised to get some "Red Cherry Blues" recordings in the windy city for Billy Mason, who is lamenting his inability to get the Cootie Williams discs for his Central Avenue spots. Wolf is planning a February 22nd opening for his San Francisco office.

Len Micon, of Pacific Coast Distributors, has purchased a home on Corning Street and moved from the Silver Lake district. At present he is spending his spare time entertaining Mr. and Mrs. Roy Bazelon, Chicago, and showing them the high spots. Roy heads Monarch Coin in Chicago.

Dan Donohue, Seeburg factory representative, underwent a major operation at the Santa Monica Hospital. He is recuperating rapidly and will soon be released.

Recent Badger Sales visitors included Roy Bazelon, I. Bernstein and Al Armos of Golden Gate Novelty in San Francisco. For Christmas Bill Happel remembered his employees with a $50 bond and a turkey.

Betty Bell, Laymon secretary, and Chester Mayne, shipping clerk, spent Christmas in Tucson.

More tunes like the Andrews Sisters' "Rum and Coca-Cola" and Mercer's "Accent-chu-ate the Positive" would mightily please music operators.

Paul and Lucille Laymon greeted a banner list of operators during the past 30 days. Included on the list were: Joe Guion, Avalon; Fred Allen, Ted Brown, Bakersfield; Mr. and Mrs. Leo Vaughn, El Centro; Paul Hirschler, South Pasadena; Henry Van Stelton, Whittier; Allan Anderson, Shafter; Art Sternall, San Ysidro; Ivan Wilcox, Visalia; Harold Murphy, Palm Springs; J. W. Olson, San Pedro; Homer Gillespie, Johnny Ketchersid, Dan Radenbaugh and Tod Falconer, Long Beach; William Shorey, San Bernardino; Bob Cardiff, San Miguel; Ed Lee, San Luis Obispo; Roy Smith, Lancaster; Kenneth Hoar, South Pasadena; Stanley Tracy, Kingman, Ariz., and J. C. Beaman, Superior, Ariz.

Nick Carter, of Nickabob Sales, spent the 11th and 12th in San Diego on business.

Dolores and Jean Minthorne held an open house prior to Christmas and entertained H. D. McClure, Ray Garcia, Sammy Ricklin, Jimmy Marshall, W. J. Andary, Stanley Tracy, I. B. Gayer, Lucille and Paul Laymon, Gladys and Charlie Washburn and George Lamoreaux. The group enjoyed the new bar and social rooms recently outfitted on the balcony in the Minthorne Building. Jean's new pool table, a Christmas gift from Dolores, was also the center of interest.

What well-known Scotch broker made the rounds with Christmas gifts the day before Christmas, presented the gift, and then walked off with it? He walked in on Bud Parr with his arms loaded with gifts, picked off one and presented it to Bud, had a drink, picked up his packages and the gift he had presented Bud, and made for the door and his next call. Such a procedure will make a few gifts go a long, long way.

C. A. Robinson has sold his beautiful home in Sherman Oaks for $17,500 and is seeking a duplex unit in town. "Thirty-five miles a day driving to work soon becomes irksome," said Charlie.

Mid-January saw a bustle of extra activity in all of the jobbing establishments getting shipments ready for the Hawaiian Islands. The embargo on shipping was lifted from January 18 to the 26th and a terrific quantity of equipment moved out of the Golden Gate.

Nels Nelson played host to Mape Music over the holidays and had I. B. Gayer of San Bernardino; A. L. Miller, Blythe; M. L. Christy, El Monte; F. E. Kingsbury, Santa Ana; Milton Noreiga, Colton; Bert Hammond, Santa Ana, and W. D. Tanner, Fresno, in for parts and supplies.

M. F. Tillitson, Long Beach, was in at California Amusement telling of the merits of needle re-sharpening. Tillitson has been having his needles re-sharpened for years and finds the procedure not only practical

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at our NEW CALIFORNIA WAREHOUSE

on CONTINENTAL RECORDS

.....C-1120 **Beer Barrel Polka** — **Sula's Musette Orchestra**
Helena-Clarinet-Emilia Polka

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"You Are To Me" — **with Sula's Musette Orchestra**

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TONEDART POCKET TONEARM SCALES @ $1.00 NET
Saves Service Calls
TIPTONE, the Prewar Quality Permanent OPERATOR'S NEEDLE
2500 to 3000 plays . . . $6.00 per Dozen

WE STILL BUY USED RECORDS AND PAY THE FREIGHT
Advise us of what you have on hand.

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We're Moving on February 1st

to 2307 West Pico Boulevard, Los Angeles 6, where we will occupy quarters in the new Coin Machine Industry Building at the corner of Pico and Magnolia right in the heart of Coin Row. Our phone number — PRospect 8400 — will remain the same.

SPECIAL

Let us fix your 2-Way SUPER BELLS so you can see whether both the nickel and quarter have been played or not. We do the complete job for

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or parts and complete instructions will be sent upon receipt of your remittance of $15.00

We specialize in remote control music installations, repairing amplifiers, checking and lining wireless boxes on location, repairing Super-Bells. One Balls and Five Balls. Let us help you keep your equipment operating for the duration. Expert immediate service at reasonable rates.

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CONTEST
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BLUE GRASS
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All Mills Laminated Award Cards..$ .22 ea.
All Mills Laminated Reel Strips.... .75 set
Complete Set of 25c Slides, 3-5 Pay 35.00
Club handles, guaran. non-breakable ..... 3.50 ea.
Mills Gold Chrome Cabinets, Hard Wood, completely finished.....15.50 ea.
Cabinets, Solid Hardwood, Completely finished, that positively fit Mills Escalator type machines .....12.50 ea.

All Slot Machine Springs Available for immediate delivery!

REBUILDING & REFINISHING ALL TYPES OF SLOT MACHINES

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10 day service. Send us your machines. One trial will convince you. Machine returned like new. Write in advance for complete description of our REBUILDING AND REFINISHING PROCESS.

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but a definite benefit regardless of the supply of new needles.

Harry Kaplan is receiving plenty of compliments on his newly revamped quarters, which are designed to serve the operator as advantageously as possible. As usual, Harry has one of the largest stocks of supplies and parts in the nation and naturally the operators make Southwestern Vending a "must" on their L. A. shopping trips.

Jack Gutshall is sporting a handsome 4-piece leather desk set presented to him on Christmas by Mrs. Gutshall and the office force. Fine leather, beautifully mounted with polished brass fittings, makes the top of Jack's desk gleam like a diamond in a Tiffany setting.

Thank you letters continue to filter into Associated Operators of Los Angeles County. Latest include one from the Garvey School District Coordinating Council thanking AOLAC for an automatic phonograph for their Teen Age Canteen; one from the Army Service Forces for pocket games and Christmas cards supplied patients at the Birmingham General Hospital; and one from the Harbor City American Legion expressing appreciation for the machines supplied for a Legion Party.

* * *

English teacher (in grammar class): "Willie, please tell me what it is when you say, 'I love, you love, he loves'."

Willie: "That's one of those triangles where somebody gets shot."

Mills
Jackpot Coin Chute
MAGNET
Eliminates Shimmying
$1.50 and your old magnet
—— SEE ——
PAUL A. LAYMON
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San Francisco

Frank De Sassise is recuperating from a serious operation in the French Hospital. On January 8th he wrote THE REVIEW: "Enclosed is my check for a three-year subscription to THE REVIEW. I sure enjoy reading it, and especially this month as I have been in the French Hospital for an operation and had a close call. I will be up and on the go in a few weeks helping the war effort and post-war planning to have jobs for our fighting men when they return."

Viking Specialty Co. is getting plenty of thanks and compliments on the neat little calendar they sent out during the holidays.

Harry Snyderman has moved to 500 Minnesota Street in San Francisco and is maintaining his offices there.

Tony Parina, of R. A. Parina & Co., has been calling on vending machine operators in the northern part of the state, and even though new equipment is not available he has been instrumental in aiding a great number of operators. Said Tony: "The active and progressive operator seems to think this is the time to look over his business and make the necessary changes he has felt he should take care of, but never got around to." Tony has been of real service to several good operators here by putting them in touch with other operators on matters other than equipment, peculiar to the individual's territory. "It is surprising how much good comes out of a good heart-to-heart talk, operator to operator, about their problems. Each gains from the other and learns some new ideas," related Tony.

Seattle

The furlough merry-go-round is over but the horses are still giddiaping and my head is still spinning. Now they ask me to report each day in the middle of the night: at the ungodly hour of 7 A.M. But inasmuch as they were so nice to grant me leave, how can I refuse? (You tell me and I'll try it.)

Later in this column I will record a few fleeting impressions of the days that leaped while funning on furlough. Right now it's a quick hop back into the reportorial saddle, a dig of the spurs, and a ride through Coin Row.

PIN-BALL GLASS

High Quality—3/16" crystal—available in all popular pin-ball sizes.
20x42—Case of Nine.....$13.50
21x41—Case of Eight..... 12.00
21x43—Case of Eight..... 12.00
23x47—Case of Seven..... 13.00
$5 per case deposit with order, balance C. O. D.—F. O. B. Baltimore.
IMMEDIATE DELIVERY.
ORDERS SHIPPED SAME DAY.
ART. NYBERG
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COIN OPERATED EQUIPMENT
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FRANK ROOT LIQUOR STORE

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Fitzroy 5190

PURVEYORS OF FINE LIQUORS, WINES and BEERS TO MEMBERS OF THE COIN MACHINE INDUSTRY

I cordially invite my many friends in the Coin Machine business to drop in and examine the well stocked shelves in my new Liquor Store. It will be a pleasure to see you and a joy to serve you.

Frank Root

We Are Now Located in Our New Building at

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(CORNER OF MAGNOLIA AND PICO)

Complete Stock of Parts for
BUCKLEY MUSIC SYSTEM
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MILLS SLOTS
•
PACKARD ADAPTOR Coils and Pins

BUCKLEY - SEEBURG - WURLITZER
KEENEY and ROCK-OLA BOXES
•
SEEBURG AND WURLITZER STROLLERS
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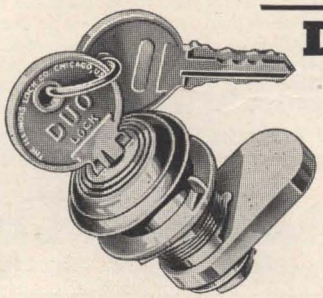
BALLY BIG TOP FREE-PLAY CONSOLE

SALESBOARDS
Complete line of DeLuxe Hits
The Newest and Most Attractive Salesboards. 5c-10c-25c



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Stop your key worry. Order your registered Key Locks for all games, boxes, phonographs, etc. Only one key for ALL machines.

C. A. ROBINSON & CO.

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FEderal 1810

The big news of 1944 and perhaps 1945 is Puget Sound Novelty. While most jobbers are firing conservative shots, muffling expenditure volleys to a minimum, the George Schnabel-Vern Preston partnership is booming. Expansion moves have swallowed almost half the block. The wide assortment of equipment, pre-war machine shops, inter-office phones, lavish indirect lighting and air conditioning are something out of this world.

Scuttled Scuttlebutt—Cly Newton is convalescing in Florida after a nervous breakdown. . . . Thelma Oliver, her navy spouse, and Johnny Weaver, annexed Fred Saren's music route. . . . Tacoma's two Brown boys, Francis and Walter, are wearing their name, while Sister Agnes and Joe Arnold keep 'em coining. . . . L. R. Teasley, Astoria, Ore., music op, gave Seattle's front row the one-two on a recent jaunt. Add visitors: Lonnie Logsdon, Oregon City phono man, and Barney Kane, Juneau, Alaska.

It was time for a change, all right, except that it was W. E. Ketchum's bankroll that did the changing on Election Day. . . . With one hand milking the big dipper and the other on the cash box, Dairyman Johnny Michael is trying to be Operator Michael without losing his grip. . . . It's home sweet home for Vet Op Melvyn Skrivseth, who recently bought one. . . .When youthful Van Booth saw daughter-by-first-marriage Patricia trek altarward with a chief pharmacist mate, he looked more like a bridegroom than a father. . . . Go North, young man, Go North: Frank Pate, Spokane operator and mechanic, has a weather eye slanted toward Alaska. . . . It was a photo-finish fight, but Royal Amusement's Andy Anderson is back in the chute after a three-month bout with a serious heart ailment.

Hey, mate, place an "ex" in front of "shipward worker" because it's now Coinster Curly Gohr, returning for love and not money. . . . Puget Sound Novelty's bad luck is the merchant marine's good—Morrie Dickinson was recalled to active duty when they discharged his medical discharge. . . . Retired and happy in Fisherman's Haven: ex-op Harry Weatherwax. . . . When Hubby's away, Wifey makes the business pay. Mrs. Ron Pepple keeps the home fires burning and the stocks moving while Soldier Ron williwaws it in the chain I knew so well and hope to know less and less of in the future.

The merchandise situation is critical; gum and candy quotas were slashed last year, but General Manager J. A. Mellon of the Canteen Co. of Wash. beams with usual affability because hopes are high that 1945 will bring increased stocks. . . . Alaska enigma: Jobber H. M. Brown disappeared in Seward and the authorities can't figure out how, when, or where.

Doings at Decca—Record Row extends a hearty handclasp to Andy Huffine, recipient of a medical discharge from the Merchant Marine after two years' service. . . . Brother Marshall, also an ex-Decca-er, is S/1c with the Coast Guard, landing troops in the Pacific hot spots. . . . In 1941 Ray Russell was starting his third week as a salesman when Uncle Sam kidnapped the kid. Now he's a major with the field artillery in Germany. . . . Former Portland representative Ralph Yost pursers on a Troop Transport making the Aleutian run (from one Aleutianite to another: the

TURN PAGE

KEY RINGS
NICKEL NUDGERS
(Convenient Change Device)
LIGHT BULBS FOR GAMES (ALL SIZES)
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WRITE NOW FOR PRICES

MINIATURE BULBS for GAMES & WALL BOXES

Lamp No.	Volts	C.P. or amp.	Base	Price 10	Price 100
40	6-8	.15 amp.	screw	$ .50	$ 4.25
44	6-8	.25 amp.	bay	.50	4.25
46	6-8	.25 amp.	screw	.50	4.25
47	6-8	.15 amp.	bay	.50	4.25
50**	6-8	1 c. p.	screw	.50	4.50
51**	6-8	1 c. p.	bay	.45	3.25
55**	6-8	1.5 c. p.	bay	.45	3.25
63	6-8	3 c. p.	S. C.	.45	3.25

(Lamp No. 63 Can Be Used in Place of #81)

ALSO FULL LINE OF KEN-RAD AND MAZDA LAMPS AND TUBES

Lamp No.	Volts	C.P. or amp.	Base	Price 10	Price 100
9.9	9.9	.30 amp.	screw	$ .75	$ 6.50
87	6-8	15 c. p.	S. C.	.90	6.50
88	6-8	15 c. p.	D. C.	1.00	6.50
1129	6-8	21 c. p.	S. C.	1.25	11.85
1130	6-8	21 c. p.	D. C.	1.50	14.25
1133	6-8	32 c. p.	bay	1.35	12.00
1503	6-8	50 c. p.	bay	2.50	

Write for Price List of Parts, Supplies, Tubes, Fuses, Wire, Etc.
TERMS — 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

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quicker the run, the better).

Columbia Clearouts—New Seattle record manager Hal Shafer replaces Los Angeles-bound Ray Cox. . . . Rookies to the ranks: Morrie Littlejohn, Seattle branch, and Jerry Johnson, new Spokane major domo. . . . Serving in the forces are Cliff Carter, Navy, and Johnny Hagen, Army.

Sales Mart—Raymond, Wash.'s J. E. Owens is concentrating solely on the punchboard and wholesale cigar business after C.O.D.ing his Olympia music route to Art Butler, Chehalis-Centralia interests to George Forsythe, and Raymond-Seaside games to L. H. Goulter. . . . Murdock and Merrill unloaded their Ellensburg and Yakima holding, the former to Bill Baker, the latter to E. L. Farwood. . . . Don Waltz also performed the splits, selling his Cle Elum set-up to Wayne Odom, and his Seattle music route to Russell Amusement. . . . From used cars to used games; so jumped newcomer Fred Owens of Seattle. . . . Tacoma's Tex Shields put the "Sold" sign on his pin games, turned over the biz to Wes Bolin and Jack Watson, and then bought Stetson's Resort, a summer Shangri-la.

Matrimonial Mishaps—Allan Rau said "Bye" to the little woman via the courts and turned his Chicken Dinner Inn over to her as heart balm. . . . Fifteen years of bliss went for naught when Dick Hawthorne stood retreat at the altar. . . . Divorced and back for another whirl: Aberdeen's Otis Morehead and Seattle's Johnny Michael.

DOTS AND DASHES FROM A FURLOUGHEE'S NOTEBOOK—The eye-stimulating scenery of Aleutian panorama is unequalled, but the calm, soothing verdance of the Greater Northwest is food and drink for the Wastelander. . . . An Islander most misses these three things: first, women; second, well—make that women, too; as for the third, another helping of the first two will do nicely, thank you. . . . My first glimpse of Seattle lights from the window of an army transport plane strummed over my emotions like a virtuoso playing a sweet tune: I felt elated, humble, bewildered, exuberant, incredulous and a lot of other things too inexpressible to express.

You can view countless pictures of Bonneville Dam, but the full magnificence of the gigantic man-made project is lost unless the eye is physically engaged. . . . L. Helen Cusson, Jack Moore's energetic Portland manager, extended a Rose City welcome by proferring Hiram Walker, a grand old guy 100% proof that the drinking of the pudding is just as enjoyable as the eating. . . . Before tabbing all small towns as the "sticks," cast a look at Kelso and Longview, the cleanest, quietest, most modern little cities on my sojourn.

Rescue on the run: Hollywood couldn't have bettered this one. As we rolled along the highway, my buddy and I noticed a car jammed on the railroad tracks and the frantic occupants signalling like mad. We beat the train to the punch, but it was a close punch. . . . The granddaddy of 'em all was the 100-year-old Civil War vet, hale and clear-eyed, living on mellow memories. He joined the Grand Army at 16, partook in the Second Battle of Bull Run, calls Lincoln our greatest president, and never ceases to be surprised at the progress of this fast-changing world. . . . the gushing falls of Oregon, spectacularly backgrounded by clay, rock and multi-hued greens is a memory-stenciler.

Canada: the land where pretty girls aren't afraid to smile—if you aren't afraid to smile first. This is the place where the American doughboy is warmly welcomed because he's an American, not for his dough, boy. . . . the zoot suit war is past history in the U.S.A., but Vancouverites are still fighting. In Chinatown the boys with the bloated trousers wage undeclared war on all uniformed men. . . . The hottest topic in town is the "Zombies," or soldiers who won't volunteer for overseas service.

Cpl. Louis Karnofsky

* * *

What's that in your button hole?
It's a chrysanthemum.
Looks like a rose to me.
Nope, you're wrong. It's a chrysanthemum.
Spell it.
K-R-I-S, by golly you're right. It's a rose.

RUBBER ZIP CORD
5c per foot
7-WIRE SHIELDED CABLE
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SEE US FOR PARTS ! ! !

Knee Action for Mills. Set of 3	$ 4.95	Main Clock Gears for Mills, with Attachments	$ 3.50
Idler Pinion Gears for Mills. Ea.	2.50	6SC7 Phonograph Tubes, Ea.	.95
Back Doors for Mills	6.50	Cash Box Doors (Minus Lock)	2.00
5c Jackpots for Mills	22.50	Plastics for Rock-Ola '39, '40 Models. Top Corners, Lower Sides. Ea.	12.75
Standard Handles for Mills	2.00	Plastics for Seeburg 1941, 1942 Models, Lower Sides. Each	14.50
Club Handles for Mills	4.50	Corner Plastics for Mills Throne. Ea.	12.50
Jackpot Glasses for Mills	1.25	Red Sheet Plastic, 50x20	12.50
Reel Glasses for Mills	.50	New Locks for Pin Balls	.65
Escalator Glasses for Mills	.50	5, 10, 15 Amp. Fuses. Each	.04
Award Cards, 2/5 or 3/5, for Mills	.25	Bulbs. No. 40-44-46-47-81, 1456-1458. Each	.07
Set of 5 Four Bell Glasses for Mills	12.50	Reel Stops for Super Bells	.40
Glass for Mills 3 Bells	17.50		
Spring Kit (55 Springs) for Mills	9.75		
Locks for Mills Machines	2.50		
SP 1-2-3 Discs for Mills, Set	7.50		

Many Other Parts Available. Write Us Your Needs.

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Unique Xmas Gift

LOS ANGELES—First prize for the most unique Christmas gift of 1944 goes to Budge Wright of Western Distributors, Portland, Oregon.

On August 29th Budge caught a 40-pound salmon on the Columbia river near Astoria and had the prize fish canned in half-pound cans under his own label: "Budge's Best." Label showed Budge reclining in a fishing boat, with a bottle of corn likker at his side, a fishing line tied to his big toe, and big salmon jumping out of the water all around the label. Original lettering had been "Budge's Bust," and the "u" was replaced with the "e" when the 40-pounder finally decided to take the bait and take up homestead in Budge's 80 little half-pound cans.

For Christmas Budge remembered his friends with two cans of the prize salmon snugly nestled in a big box of huge jumbo-size English walnuts. All in all—the prize novel gift of the 1944 Christmas season. And, thanks, Budge for including the editor of THE REVIEW.

GI's Get Candy

CHICAGO—Marines fighting at some South Pacific outpost will be well supplied with sweets because of a Chicago candy manufacturer's reaction to the "Pacific Theater" exhibition at Navy Pier where he became intrigued over the Jungle Outpost scene depicting the hardships confronting Leathernecks overseas.

Otto Schnering, president of Curtiss Candy Co., volunteered to donate 10,000 Baby Ruth candy bars to Marines at a real jungle outpost.

Lew Menkes

The California Music Operators' Association lost one of its most beloved members on Friday, January 5th with the passing of Lew Menkes.

Menkes was born June 29, 1881 and died at the age of 63. He was a member of the Board of Directors of the California Music Operators' Association and was one of the most fair, kind, and liberal men ever to serve on the Board. Said President George A. Miller: "His place among us will be vacant, but his memory will be with us forever and we shall never forget him."

Happel Gives Tip

LOS ANGELES—"If operators anticipating the need of new crystals for their Rock-Ola equipment will bring in the old crystals in advance of need, we can send them on to the factory for reconditioning and provide them for the operator at time of need."

So warned Bill Happel, of Badger Sales, Rock-Ola Distributors. The firm has a supply of Rock-Ola parts, but, inasmuch as crystals for pick-ups are one of the most difficult items, Bill suggests operators pre-anticipate their needs and plan ahead.

"Batter-Up" Announced

MILWAUKEE—Those who enjoy playing baseball, regardless of age, will now have the opportunity, nationally, to indulge in their favorite sport, without the need of a field.

The "Batter-Up" Co. has been established here with A. R. Slade as General Manager.

"Batter-Up is a simple game," said Slade. "It attracts the men, women and kids, with its fascinating 'Batting the Ball', without hard field work, running, etc. I can say, too, that it is a real money-maker, provided, of course, that the location is right."

* * *

Then there was the draftee who claimed exemption on the grounds of poor eyesight and brought his wife along as evidence.

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Order Your Supply of

New BENNETT "TOP LINE" 3000-4000 PLAY NEEDLES

Non-turn feature. Original round point.

Send Your Orders Today to

W. E. SIMMONS

Factory Representative for 11 Western States

1025 N. Highland Ave. Hollywood 38

LATE NEWS FLASHES

CHICAGO—A new firm incorporated here is Beverage Dispensing, Inc., at 38 South Dearborn St. A. J. Moody, R. W. Dukesbury and W. C. Mulligan are the originators of the firm. They will manufacture, lease or otherwise deal in coin operated machines and manufacture, buy, sell and deal in personal property of every kind.

PHILADELPHIA—Nathan Rake, Rake Coin Machine Exchange, entered the Army the day after Christmas. His Dad, Joseph, will carry on until he returns.

DETROIT—Dave Stewart, of the Wayne Music and Novelty Co., has discontinued his music machine operations, and is operating only pin games for the duration. He plans to resume phono operations after the war.

CHICAGO—The A. B. T. Manufacturing Corp., headed by Walter Tratsch, has increased the number of authorized shares from 1,000 to 2,000. The firm has long been known in the industry as manufacturer of coin machines. They have been doing important war work and have greatly increased their facilities for manufacturing.

DETROIT—Gerhard Wobermin, music operator, formerly with J and J Novelty Co., has moved his headquarters, formerly on Courville Avenue, to 1372 Devonshire Avenue, on the far east side of the city.

CHICAGO — Max Marston, formerly with the Brilliant Music Co., is heading the new Shellite Corporation, novelty manufacturers. He will act as chairman of the board.

PHILADELPHIA—Charles Karcher is expanding his music machine placements to locations in Atlantic City.

DETROIT—Stanley Heilbronner, Head of the Victory Music Co., formerly on Mark Twain Ave., has moved his headquarters to 16835 Patton Ave., in Northwestern Detroit.

CHICAGO—Kopi Vasil, who operates a music route as the Vasil Music Co., has new headquarters on Dexter Boulevard.

DETROIT—George Skinas, of the Apollo Music Co., has now taken over the music route formerly handled by the late Albert Wilson and operated temporarily by Mr. Wilson's widow and his partner, Russell Gregory.

CHICAGO—I. Edelman, of the Edelman Coin Amusematics Co., with a view of branching out after the war, has moved his headquarters to 2459 Grand River Ave. When the big fight is over, he plans on taking over some distributing agencies, for coin machine manufacturers.

PHILADELPHIA—Mike Spector now has, in his own building at 812 North Broad St., complete facilities to serve coinmen. There are beautiful showrooms, repair plant and warehouse. The firm is operating under the name of Spector Distributing Co.

DETROIT—Leo Angott is managing the music route operated by the Angott Coin Machine Exchange. His brother, head of the firm, is devoting most of his time to war production, at a small factory which he owns.

101 ADVERTISERS

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represented in this issue . . . proving conclusively that THE REVIEW is the LEADING MONTHLY PUBLICATION in the Industry. Advertising Stays Where Advertising Pays. Prepare copy now for the big March issue going to press on

FEBRUARY 12th

O. D. Jennings & Co. received highest honors for its war production record on December 14 when it was awarded the Army-Navy "E". Holding the flag, left to right, are WAVE Ensign Katherine Castle, Lt. Col. John M. Niehaus of Army Signal Corps Depot; O. D. Jennings, Commander R. J. Twyman, director of civilian personnel, U.S. Navy; Herman Kamminga, head of Jennings employee union, and WAC Lt. Margaret P. West.

Ice Cream Unit Shown

DENVER—A model of a cabinet for dispensing ice cream, has been placed on display here by the 20th Century Marketing System. The firm has plans for manufacturing this new type machine. The unit is known as the Frez-O-Mat and it will handle packaged frozen foods as well as ice cream.

Several tests have been given to the unit in different stores, and reports indicate that it will have a big field of usefulness after the war.

Besides serving the purposes of displaying packaged goods and self-service to the customer this ice cream dispenser is adaptable for a coin mechanism, similar to that used in railway station coin-operated lockers.

Coinman on OPA Group

NEW YORK—The Vending Machine Industry has representation on the new retail tobacco industry advisory committee, formed to work with OPA. George Seedman, of the Rowe Cigarette Service, is Secretary-treasurer and is acting as representative of the Vending Machine Industry.

Women Join Industry

PHILADELPHIA—The C. and S. Vending Co., recently organized here, is owned entirely by women. Headquarters are at 5723 Wyndale Ave. Those owning or interested in the business are: Celia Katzin, Sara Katzin, Sydney R. Zall, attorney, representing the firm.

* * *

Pvt.: "Why do we do so much marching?"
Sgt.: "Because it makes us fit."
Pvt.: "Fit for what?"
Sgt.: "Marching."

* * *

Some girls can make a fool out of a fellow in two minutes—but, aaaah, those two minutes.

* * *

The principal exports of Sweden are hired girls.

NIGHT SERVICE and INSTALLATIONS

Complete staff to care for all operators ordinary needs in evening service and music installations.

AMPLIFIERS REPAIRED

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MODERN AMUSEMENT COMPANY

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

CAILLE SLOTS WANTED

COMMANDER and CADETS Models. Any Condition

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Write What You Have—and Price

CAILLE SLOTS OVERHAULED

Guaranteed To Work Perfectly if No Parts Are Needed.

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Groetchen METALTYPERS and Other Arcade Equipment

Send List and Prices

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108 East First Street — ***Phone: Santa Ana 6991*** — **Santa Ana, California**

The TROUBLE SHOOTER

A Department intended to aid operators in their maintenance problems under wartime conditions. All material appearing herein has been supplied by operators in various parts of the nation and edited by Jimmie Rutter of Operators' Service, Los Angeles.

BOXES AND ADAPTORS

***Trouble*—Coils in adaptors keep burning out.**

***Remedy*—1.** Check points in boxes and see that the money does not hang on the switches. (a) Drop nickel through the coin chute and hold the trip until the nickel stops, then release it. (b) If the weight of the nickel does not trip the switch, adjust the spring, so that the weight of the money will trip it.

2. In the Packard box, this adjustment is made by changing the pressure of the points, so that the money can go by the trip.

3. In most boxes the money will pile up under the switch and get so high that it will stop the nickel on the trip. This will cause the coils to burn, which can be remedied by removing the boxes.

4. If you check these points, and your coils still burn out, check your cable and see whether there is any point that is wet. Often it gets wet when the floor is cleaned. If your cable gets wet enough to trip the phonograph, the best remedy is to replace the cable, and protect it with conduit or wrap it with tape and shellac it.

***Trouble*—Machine runs all the time.**

Remedy—If your cable and boxes are not shorted, and the machine continues to operate, check the pins in the adaptor, to see if they are being returned to a position where they will not make contact and cause the machine to run. This trouble will not be found in the Wurlitzer adaptor, but in the Packard, Buckley, Keeney and Seeburg.

***Trouble*—Wurlitzer #61 2-wire and wireless. Takes coins and refuses to operate.**

Remedy—1. Loosen brake on motor, as it does not carry over far enough to be in start position for the next play.

2. If this box continues not to operate, check the switch points on the coin chute, to see if they are shorted. This will cause the coil in the #145 stepper to be energized continually and burn up. Your fuse in the stepper should be small enough to blow, if this happens to the box.

3. You can also protect the stepper coil by replacing the fuse by a 100 or 150 watt light globe.

***Trouble*—Boxes play wrong selections. Points in the box do not make and break clean.**

Remedy—The arc from the points cause the stepper to receive more impulses than required, to play the number selected. Arcing points play selections above the number selected. Clean points and adjust them, so as to make a clean break, when they pass over each notch, in the fiber gear in the box.

***Trouble*—When wireless system is used with #61 box and machine fails to operate.**

Remedy—1. Check tube in transmitter in counter box, also tubes in the receiver, before adjustments are made. (a) If the transmitter and receiver are OK, they will have to be lined to the same frequency to make them operate. (b) In lining these boxes, be sure to use a 500 Micro Amp meter, plugged into jack in receiver. (c) Make sure that the polarity of the meter is correct, as different makes are of different polarity.

2 A.M. Curfew Killed

MILWAUKEE—Recently the City Council passed an ordinance, permitting operators of music boxes in neighborhood locations, to play until 2 a.m., which is the time limit given to boxes in business sections.

Such agitation, among civic organizations, was caused by this ordinance, that the Mayor vetoed it. His veto was upheld, when the Council voted 4 to 131 to repeal the ordinance.

The present city regulations now stand that music may be played in taverns until 12:30 a.m. during weekday evenings. The curfew is 2:30 a.m. for taverns in the business districts.

* * *

The sedan was parked at the side of the road. As I drew near I could hear noises. The body of the car swayed slightly to and fro. I crept softly around to the side, looked into the window and saw—a man trying to fold a road map the same as it had been.

BARGAIN Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—
We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

CIGARETTE AND CANDY—
Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

SLOTS REPAIRED—
Cabinets refinished, castings buffed and repainted to look like new; machine cleaned, greased and adjusted for quiet operation. BARNEY McCOY, 4941 9th Avenue, Sacramento 17, Calif. (JFM-P)

WANTED TO BUY—
All model Consoles, Free Play, Pay Out and Combination models. List price and quantity. BOX 660, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (F-P)

WAR PICTURES—
Post Cards, 128 subjects. Planes, jeeps, ships, tanks, etc. Fits 1c Post Card Venders, all makes. New money maker; $3.60 per thousand. 1/3 all orders, balance C. O. D. NORTHWESTERN SALES AND SERVICE CO., 4105 16th Ave., Brooklyn 4, N. Y. (DJF-P)

WANTED—
Parts for Sheffler Brothers Personal Weighing Scales. JOSEPH DONATO, Box 469, Patchogue, New York. (JFM-P)

WANTED—
Jennings 4 Star or later in as-is condition; quote price and condition in reply. CLUB DISTRIBUTING CO., Batesville, Indiana. (JFM-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15. Calif. (TF-C)

PHOTOMATICS—
Available for locations on percentage basis, within 300 miles of Los Angeles. McGUIRE, 313 North Santa Ana Street, Bellflower, California. (6-45-P)

NEW, PERFECT CUT MAIN GEARS—
for use on Wurlitzer phonographs. New low price: $6.00 for one or more; $4.50 in lots of 10 or more. VEM, Not Inc., 1362 Sacramento Street, San Francisco, Calif. (F-P)

POSTAGE STAMP FOLDERS—
10,000 DeLuxe Stamp Folders, $6.00. Orders of 500,000 or more with special printing or advertising, $15., extra for plate. Trade in your old Shipman Stamp Machines on new ones. We have them at $29.50. JONES STAMP SERVICE, 540 North 20th Street, Milwaukee 3, Wisconsin. (F-P)

WANTED—
Bulk vending candies and ball gum. State quantity and prices in first letter please. CLYDE MEYERS SALES COMPANY, Beaumont, Texas. (FMA-P)

MECHANIC WANTED—
Excellent position open for top mechanic to work full time or part time for Los Angeles distributor. BOX 655, c/o Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (F-C)

DEVIE DEVLET—
is paying 14c each for used records of the fourth grade up. Telephone Monrovia 3241. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Calif. (FMA-C)

WANTED FOR CASH—
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

WANTED—
Wurlitzer Twin 12's and 24 Hideaways, Wurlitzer 616, 24's, 600 and 500; Packard Boxes, Buckley Chrome Red Plastic 24-record boxes. State price and condition. BOX 665, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (F-C)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service
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Glendale 1, Calif.
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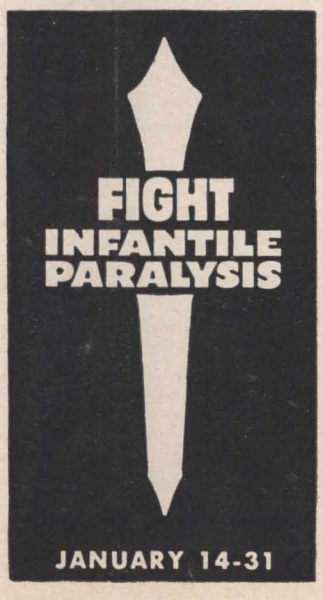

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